APRIL 26, 1948

PRICE 20 CENTS

BROADCASTING

The Newsweekly of Radio Television

TELECASTING

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MIAMI UNIVERSITY LIBRARY

things you may not have known till now

OR: THIS GETS AROUND TO WOR EVENTUALLY

engineering feat

It is a remarkable fact that nothing surpasses in modern engineering the pyramids of Ghizeh, built more than 5,000 years ago. It is universally acknowledged that the masonry of the pyramids could not be surpassed in these days, and, moreover, is perfect for the purpose for which they were intended—to endure.

An intrepid WOR investigator, named Half Stance, claims that of all the amazing feats of modern broadcasting, WOR's ability to be heard by 34,057,161 people in 430 counties in 18 states is a breathtaking demonstration of power.

animal peculiarities

Tortoises and turtles have no teeth.
All animals which chew the cud have cloven feet.
The horse has no eyebrows.
The stork likes to eat kittens.
The eyes of hares are never closed.
Sheep have no teeth in the upper jaw.

WOR has not raised its daytime rates since Nov. 14, 1937.

WOR's discounts to sponsors have not decreased. In some cases, they have been extended 25 to 30%.

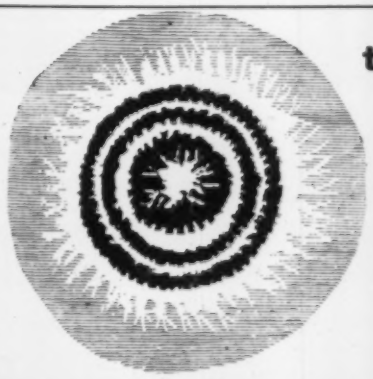
WOR's nighttime rates have not changed since Nov. 1, 1943.

WOR delivers the second lowest cost-per-thousand rate in the U.S.

the most expensive bean

The vanilla bean is the costliest bean on earth. It flourishes in Mexico, chiefly in Papantla and Misantla. It grows wild, and is gathered and marketed by the natives. Just as they come from the forests the beans sell at $10.00 per 1000. After the beans are dried and cured they are worth from $11.00 to $12.00 per pound.

One of the most economical buys in modern radio is WOR. A sponsor recently spoke to people in 422,755 homes for 1/12th of 1-cent per impact per week. We could cite dozens of cases just as startling.



the speed of thought

It takes about two-fifths of a second to call to mind the country in which a well-known town is situated. We can think of the names of the next month in half the time we need to think of the time of last month. It takes on the average of one-third of a second to add numbers containing one digit and half-a-second to multiply them.

It took one WOR sponsor only 7 months to increase his business 25% over the previous year. WOR helped another man jump his product's standing from 8th to 3rd place in a keenly competitive field. It will take you only a few seconds to write or call

—that power-full station at 1440 Broadway, in New York. **WOR**

mutual

XUM

"When WLS started advertising it, we had calls"

. . . Roy Stauffacher
feed dealer, Darlington, Wis.

Darlington Milling Company, of Darlington, Wisconsin, carried a certain brand of feeds for years, advertised it in their own area. But when the manufacturer started advertising on WLS some 15 months ago, calls for his brand picked up several fold.

It's the same old story: farm folks in Midwest America have confidence in what they hear on WLS.

Nathan Benedict bought Darlington Milling Company, 170 miles northwest of Chicago, about three years ago. A year later, Roy Stauffacher became his partner. Both these men were farmers, grew up near Darlington. Benedict went into the feed business after a tornado leveled his buildings, Stauffacher after a bout with brucellosis.

Lifetime residents of Lafayette county, these two men show no surprise when told that WLS has the largest radio audience in the county (BMB daytime 77%). They know well their customers and neighbors —can understand that half the radio homes in the county wrote WLS last year (2,234 letters).

Here is another county intensively covered and served by WLS. Yet Lafayette county is only one small part of the rich WLS market. It has a population of 18,695—rural 100%! (County seat Darlington is 2,002). Gross farm income in 1946 was 17 million dollars . . . retail sales over 9½ million dollars.

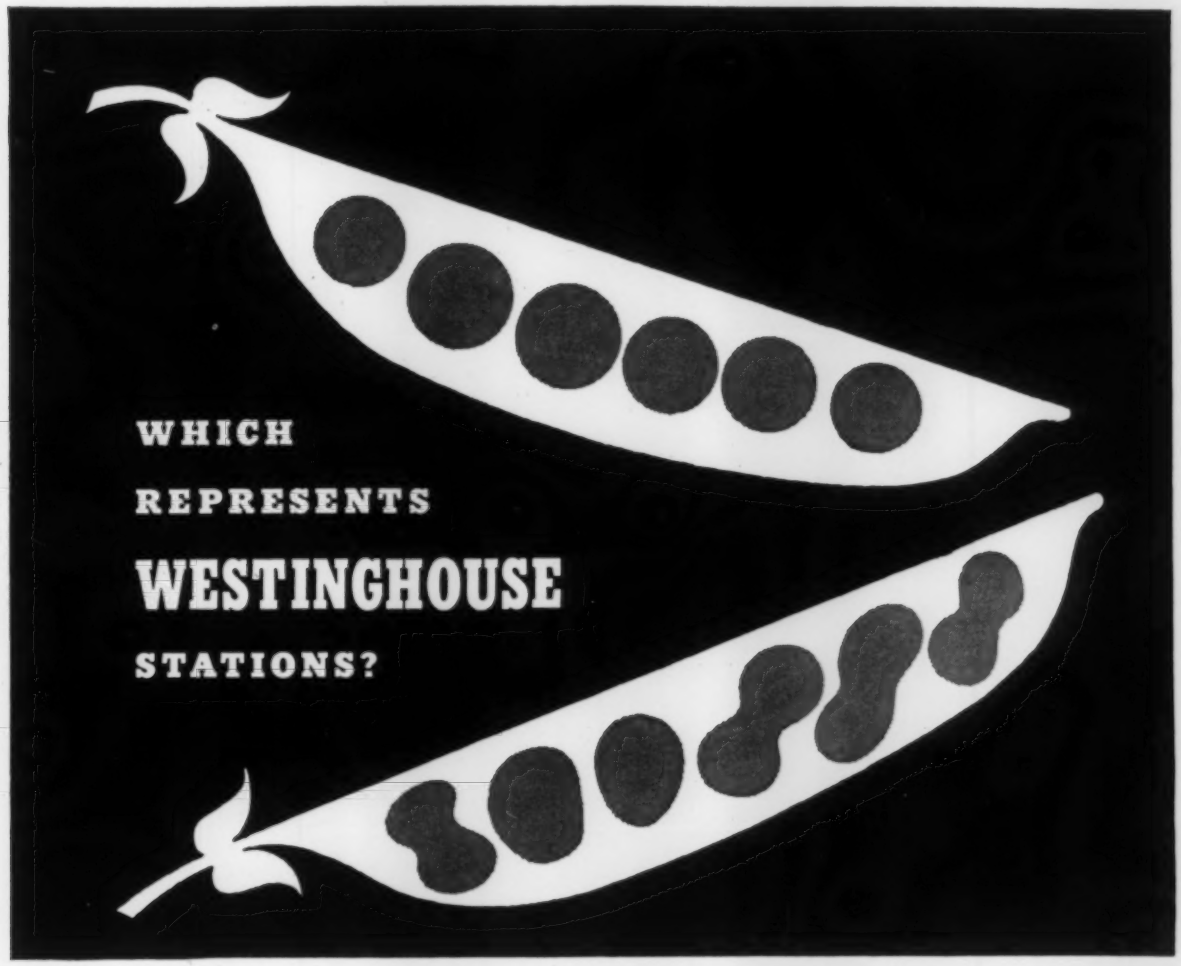
For 24 years WLS microphones have been focused on the families who make up such prosperous Midwest America communities. Our intimate interest in their problems, the service and entertainment we give them, have made them loyal WLS listeners . . . and upon loyal listeners depend advertising results.

890 Kilocycles
50,000 Watts
ABC Affiliate

Represented by
JOHN BLAIR & CO.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
GLENN SNYDER *Manager*

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS



Which symbol represents Westinghouse radio stations?

Answer: Both!

The six Westinghouse stations are as alike as the proverbial peas in a pod, in that each enjoys the policy guidance of the Westinghouse organization . . . a "parent" with more than 60 years' experience in serving the people of America.

At the same time, each Westinghouse station is a separate unit that knows its audience and its market conditions intimately . . . and adapts its operations to give the advertiser coverage of the wide range of consumers within the communities it serves.

In the Portland trading area, for example, KEX programs take on the air of optimism that characterizes this great and growing market. What's more, KEX has increased its power to 50,000 watts to match the market growth. This makes it Oregon's only 50KW station!

In the Philadelphia, Pittsburgh, Fort Wayne, Boston, and Springfield areas, too, Westinghouse stations can aid your promotional efforts with thoroughgoing knowledge of regional audiences. Ask for this assistance . . . it's yours.

WESTINGHOUSE RADIO STATIONS Inc

WBZ · WBZA · WOWO · KEX · KYW · KDKA

NATIONAL REPRESENTATIVES, NBC SPOT SALES—EXCEPT FOR KEX • FOR KEX, FREE & PETERS

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Closed Circuit

FOR FIRST time since 1940 there's prospect of actual house-to-house count of radio set ownership. If fund bill passes Congress, detailed housing count will be taken during 1950 decennial census. Pleas for special questions already swamping Census Bureau, including broadcast set ownership as well as TV. Current ownership figures projected from 1940 nose count.

SALE of KGER Long Beach by estate of Merwin Dobyns to John Brown, head of Brown Military Academy there, appears likely within fortnight. Price understood to be around $400,000.

EMERSON DRUG Co., Baltimore, through BBDO New York, looking for additions to current spot campaign. Advertiser interested in night-time chain breaks in major cities.

IN RECOGNITION of importance of radio and television in electioneering Arrangements Committee of the Republican National Committee has recommended that all nominating speeches at June Convention in Phila. be limited to 15 minutes; seconding speeches to five minutes.

BULOVA WATCH Co. said to be negotiating with the Academy of Motion Picture Sciences (movie Oscars) for possible sponsorship of broadcast of award dinner next year. Deal also includes special prize to be called "Bulova Award."

SUBSTANTIAL agreement has been reached among North American nations for postponement of present NARBA in Montreal from Aug. 2, 1948 to Sept. 13, 1949. Tentative understanding also includes 18-month extension of *modus vivendi* covering existing allocations among nations from March 1949 or until September 1950. Telegrams formalizing postponement went out last week.

PALL MALL cigarettes soon to start television spot announcement campaign. SSC&B New York is handling.

NETWORK representatives expected to meet in near future to discuss new audience measurement technique by application of radar principles. Plan was first disclosed by Dr. Frank Stanton, CBS president [BROADCASTING, Nov. 24, '47], is called IAMS (Instantaneous Audience Measurement Service.).

IMPACT of TV on our way of living will be graphically portrayed in closed circuit demonstration to highlight annual dinner of Sales Managers' Assn. of Philadelphia tomorrow (April 27). Howard G. Ford Award will be

(Continued on page 94)

Upcoming

April 26-28: IRE-RMA Spring Meeting, Syracuse Hotel, Syracuse, N. Y.

April 27-29: Radio Farm Directors, Dept. of Agriculture, Washington.

April 30-May 3: Institute for Education by Radio, Ohio State U., Columbus.

May 3: NAB District 2, (N. Y., N. J.) Conference, Hotel Roosevelt, N. Y.

May 5-6: FM Assn. Region 4 (D. C., Md., Va., N. C.) Statler Hotel, Washington.

May 17-21: NAB Convention Week, Biltmore Hotel, Los Angeles.

(Other Upcomings on page 70)

Bulletins

PAUL WHITEMAN, ABC director of music, and Murray B. Grabhorn, manager of ABC's owned and operated stations and of WJZ New York, named network vice presidents at board meeting Friday.

RULE barring trucks from Philadelphia's Fairmont Park lifted for television and radio equipment. Park Commission made exception because of probable use of park in connection with Republican and Democratic conventions.

LEVER BROS. (Lifebuoy) starting $750,000 spot announcement campaign in early May. Agency is Sullivan, Stauffer, Colwell & Bayles.

Business Briefly

TV SHOW DROPPED ● American Tobacco Co. discontinuing *Tonight on Broadway* after three experimental telecasts. Firm, through N. W. Ayer & Son, continues *Barney Blake* on WNBT-TV network which started last week. *Tonight on Broadway* program will continue to be carried as sustainer on WCBS television network.

DEW TO USE RADIO ● Pearson Pharmacal Co., New York (Dew deodorant) has appointed Harry B. Cohen Adv. Co., New York, to handle its advertising. Radio will be used as one of principal media according to company's present plans.

KRAFT REPLACEMENT ● Nelson Eddy and Dorothy Kirsten replace Al Jolson in *Kraft Summer Show* for Kraft Cheese. Agency, J. Walter Thompson Co., New York.

CANADA DRY GINGER ALE BUYS SPOTS ON TV OUTLETS

CANADA DRY Ginger Ale, New York, in initial TV campaign, has bought spots on 10 stations to run through baseball season. Stations include WABD New York, WTTG Washington, WBZ-TV Boston, WBEN-TV Buffalo, WBKB Chicago, WEWS-TV Cleveland, WWJ-TV Detroit, WPTZ Philadelphia, WLW-TV Cincinnati and WTVR Richmond, Va.

Time on other stations will be bought as new stations begin operation. Agency, J. M. Mathes Inc., New York.

Tobey Orders Surprise Probe of Radio

WITHOUT warning Acting Chairman Tobey (R-N.H.) of Senate Interstate Commerce Committee late Friday ordered what has earmarks of full-scale probe of radio allocations, regulations and patent ownership, with TV low-band allocations as likely centerpiece.

Closing record on Johnson Bill (S-2231) to break down clear channels, Sen. Tobey announced hearings would get under way this week. No date set. Dr. C. B. Jolliffe, executive vice president of RCA Labs., asked to appear along with Raymond Guy, NBC manager of radio and allocations engineering.

Whether FCC, which stayed out of Johnson Bill proceedings because of clear-channel case, will be called in new probe not disclosed, but Committee authorities said "there's no telling where it will go or how long it will take."

"This is only the beginning," said Sen. Tobey.

Prof. Edwin H. Armstrong, FM inventor and close friend of Sen. Tobey, took stand at acting chairman's request to reiterate his own frequent charges—and those of Sen. Tobey—that RCA and FCC impeded FM.

Sen. Johnson, only other committeeman remaining after departure of Sen. Capehart (R-Ind.) a few minutes earlier, interrupted to insist record on his bill be closed before proceeding further. Sen. Tobey complied.

Fireworks started when Sen. Tobey called back Mr. Guy. When Mr. Guy insisted he was unable to answer policy questions, acting chairman called for "somebody who knows" and refused offer of written replies.

Sen. Tobey demanded whether RCA in past has "loaded" market with one type of set and then obsoleted it with another, and whether this procedure isn't being followed with black-and-white as against color video receivers. Mr. Guy denied charge and said "simple adapter" will permit color on monochrome sets.

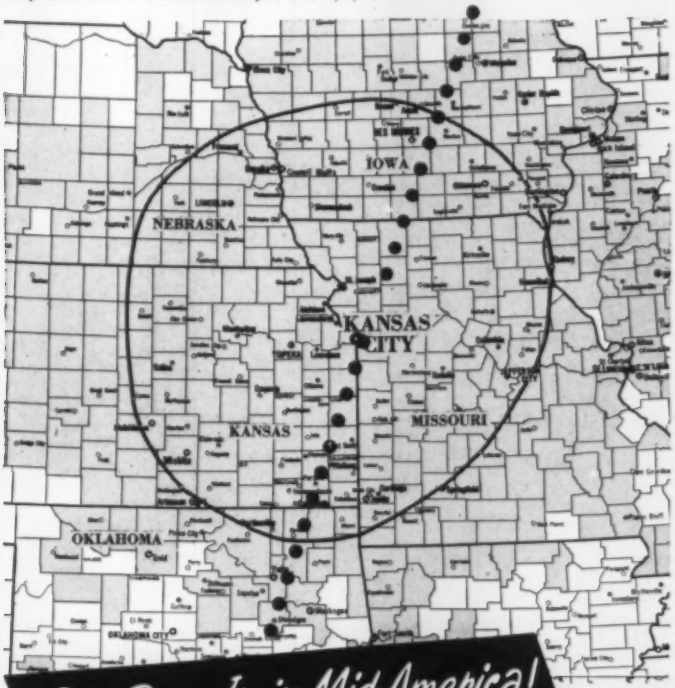
Acting chairman, sole questioner, renewed charge that RCA "did everything you could to kill off FM, and then, under the pressure of independents who saw it was a good thing, you came across." Mr. Guy denied it flatly.

Long series of questions about RCA patent

(Continued on page 94)

Toothpaste or Tractors

Map Corrected to Show Mail Response to 4/1/48



Whatever you sell — whether it appeals to farmer or city dweller, KCMO reaches your market in Mid-America. Kansas City's most powerful station, KCMO, with 50,000 watts daytime, non-directional, beams your sales message to 213 counties within KCMO's ½ millivolt measured area and far beyond. Inside this area are over five million consumers—54% rural and 46% urban. And mail response from 407 counties in six states, plus 22 other states not tabulated, proves your customers listen to KCMO. Ask for proof of this unparalleled coverage and find out how economically you can put KCMO's powerful selling force to work for your product!

One Does It - in Mid-America!

50,000 Watts DAYTIME *Non-Directional*

10,000 Watts Night—*at 810 kc.*

ONE Station

ONE Set of call letters

ONE Spot on the dial

ONE Rate card

KCMO

KANSAS CITY, MISSOURI

Basic ABC Station for Mid-America

National Representative: John E. Pearson Co.

XUM

...over
five million
people
listen to
one station
every week

COLUMBIA OWNED

Re

XUM

Who *are these five million?*

THEY ARE 5,000,000 CUSTOMERS

In many ways they are the nation's *best* customers. They buy more than half of the West's goods. They have a buying income greater than that of all the people who live in the six New England states.*

IN THE NATION'S FASTEST GROWING MARKET

In Southern California alone KNX listeners are spending nearly three times as many dollars as they did in 1939. They are building 233 new homes each day . . . over 7,000 each month. And every day 475 newcomers . . . 14,500 a month . . . move into Southern California.

The statistical superlatives that apply to the KNX market are endless. But the facts add up to this: the 5,000,000 people who listen to KNX every week have a buying power no business can afford to overlook. That's why . . .

Year after year, Southern California advertisers spend more dollars on KNX than on any other Southern California station.

*The statistical information which is contained in this advertisement is from Sales Management Survey of Buying Power, 1947, Broadcast Measurement Bureau, Census of Business, 1939, Los Angeles Tax Payers Association.

KNX

Los Angeles • 50,000 Watts

Represented by RADIO SALES, Radio Stations Representative...A Division of CBS – New York, Chicago, Los Angeles, Detroit, San Francisco, Memphis.

XUM

HEY-E-E A-ABBOTT!

Did you know we were available for sponsorship in Washington, D. C.?

Yes Sir—

ABBOTT AND COSTELLO

the maddest madcaps of them all—the rare pair that make "dafter" rhyme with "laughter" and sales climb sky high are available Wednesdays (Bingsday) at 9:00 P.M. for your sponsorship. A network co-op at the co-op price means sales results at low cost per listener. An opportunity like this doesn't knock often. Act fast—write, wire or phone today.

AN EVENING STAR STATION

WMAL

5000 WATTS 630 K. C.
BASIC ABC NETWORK

Agencies

C. A. MONROE, former advertising manager of Liebmann Breweries, New York, and previously associated with J. Walter Thompson Co., has been appointed account executive of Brooke, Smith, French & Dorrance, Detroit and New York.

DON C. MILLER, formerly with Campbell-Ewald, Detroit, and later with Packard Motor Car Co., has joined Kenyon & Eckhardt, Detroit, as merchandising manager on Lincoln-Mercury account. ROBERT C. MACK, former engineering editor of Automotive Industries, also has joined agency as member of technical copy department to serve on the same account.

MARTIN BURKE, former sales promotion manager of WWL New Orleans, has joined Sewell Adv., New Orleans.

EDWARD P. WURTZEBACH, former media director of Carter, Jones & Taylor, South Bend, Ind., has joined media department of Young & Rubicam, Chicago.

CALVIN WOOD Adv., San Francisco, has moved to new offices at 525 Market St. WILLIAM H. GRACE, formerly with Pan American Airways, has joined Wood as account executive.

ROBERT E. MOORE, former general manager of Makelim Assoc., Chicago, has joined C. C. Fogarty Co., Chicago, as vice president. He is the author of *Man Alive*, book on modern salesmanship recently published by Harper & Bros. He previously was with N. W. Ayer & Son and Brown & Thomas in executive capacities.

Mr. Moore

THOMAS S. STONE, former radio director for Agriculture Dept. Consumers Counsel, has joined Alfred L. Lino & Assoc., St. Petersburg, Fla. He previously had been radio director of Washington, D. C. Office of Civilian Defense, and Dewey-Bricker Club in 1944; also writer-director in radio branch of War Dept., Bureau of Public Relations.

EDWARD ALESHIRE, general manager and creative head of Harry B. Cohen Adv., New York, has been elected a vice president.

HARRY SERWER has been elected board chairman of Harry Serwer Inc., New York. He is succeeded as president by JAMES SERWER, former executive vice president. CLINTON G. HARRIS has been elected vice president in charge of merchandising and copy; EDWARD BITTAN, vice president in charge of media selection and research; LEE BATLIN, vice president and art director.

L. EDWARD SCRIVEN, former Western manager for McKinsey & Co., management engineer, has joined San Francisco office of Roy S. Durstine Agency.

HOWARD W. RAPPORT, previously creative advertising manager of Butler Brothers, Chicago, has joined copy and contact staff of Dorland Inc., New York.

AD ROVIN, former vice president and account executive at Bozell & Jacobs, Chicago, has been appointed vice president at Fremont Adv., Chicago.

IRVING & KIRSKE, newly formed advertising agency, has opened offices at 320 Market St., San Francisco. Owners are R. D. IRVING and FRED W. KIRSKE.

IRIS ALDEN, radio director of J. Walter Thompson Co., Toronto for past seven years, leaves in June to go to England with her husband, GORDON TANNER of CBC, where he will work on a scholarship. She expects to do programs for BBC.

MIKE NEWMAN & Assoc., Los Angeles, will open office in New York shortly. Mr. Newman is there at present making arrangements.

GATES-BOURGEOIS Adv., Cleveland, has moved to new quarters at 3030 Euclid Ave.

ROBERT D. AMOS, former production manager of CKOC Hamilton,

(Continued on page 86)

Here is a Trio
"Georgia Style"

"Big Jim" Waites—at a mike—means what he says. He's the bass part of the famous "Le Fevre Trio." WCON feature attraction, beloved by all throughout the southeast.

Besides "Big Jim" the "Le Fevre Trio" includes Urias LeFevre, Eva Mae LeFevre, Hovie Lister and Alphus LeFevre. These folks know what people want. They sing and play the fine old hymns and spirituals. But they do it differently. They have a way with 'em!

They make personal appearances all over the southeast, playing to thousands every week. They play to many thousands more, exclusively over WCON, twice daily 6:45 a. m. and 1:15 p. m. A. M. they're on for Standard Feed Stores. P. M. a non-feed client could SPONSOR them three or five days a week. Call Headley Reed now and get the best "5 man sales trio" anywhere.

ABC

IN ATLANTA IT'S WCON
5000 WATTS 550 KC

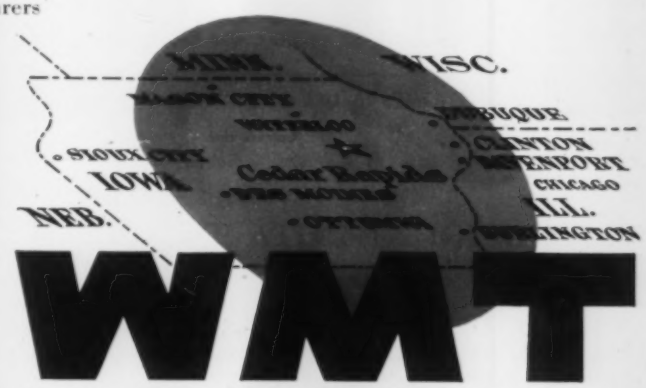
CBS STARS ARE ALWAYS SHINING OVER *EASTERN IOWA* VIA **WMT**

"Mm-m-m—Good!
That's what Campbell's soups are—
Mm-m-m Good!

Mm-m-m Good!
That's what CLUB 15 is—
Mm-m-m Good!

Mm-m-m Good! That's What WMT is – when you want to reach Eastern Iowa's prosperous millions

Programs like CLUB 15 — with Bob Crosby, The Modernaires, Margaret Whiting and The Andrews Sisters — attract loyal followers for WMT. Wealthy markets — like Eastern Iowa's prosperous farmers and industrious manufacturers — attract advertisers. It's a good deal. Everybody benefits, sponsors and agencies are happy, and 1,131,782 people within WMT's 2.5 MV line can be entertained and stimulated. *Join forces with WMT* — Eastern Iowa's only CBS outlet. The Katz Agency has the facts.



WMT

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network

XUM

Telestatus Report

(REPORT 4)

PROGRAM ANALYSIS

SPORTS telecasts occupied far and away the most television time of all types of video program fare during February. Reports of 15 stations operating commercially during that month show that of a total of 1632 hours and 14 minutes of television programs broadcast in February, more than a third, 554 hours and 14 minutes, were devoted to sports telecasts.

In addition to the boxing and wrestling pickups which are standard video material the year round, February's televised sports included basket ball, hockey and indoor track. Films of the Winter Olympics, made in Switzerland and flown to America for teleshowing a day or so later, were broadcast by most stations, many of them under sponsorship of the local Chevrolet dealers or U. S. Rubber Co. The rivalry between stations and sponsors to get their films to the public in their area first was just as intense and frequently more interesting than the feats of the skaters and skiers competing in the Olympic Winter Games.

Sports were also the most popular programs with advertisers, comprising 376 hours and 57 minutes of commercial time, nearly 60% of all video time sponsored in February and five times as much as the next class of programs, children's shows, which accounted for 75 hours and six minutes of sponsored time during the month. Overall, the kid shows occupied 187 hours and eight minutes, not quite a third as much as sports, but still better than any other program type.

Variety programs were third in hours used, both overall (155 hours, 57 minutes) and sponsored (61 hours, seven minutes). News was fourth overall with 153 hours, 34 minutes, but ranked only sixth in amount of sponsored time, 30 hours, eight minutes.

It is interesting to note that while more than nine-tenths of the sports telecasts were remote pickups, not a single remote news program was reported by any station. This is largely because the movie camera has proven a more practicable and less expensive method of covering most news events, but it is also to some degree a matter of broadcasting semantics.

VIDEO SERVICE ANALYSIS FOR FEBRUARY

Type of Service	Sponsored			Sustaining			Total
	Studio Hr.-Min.	Remote Hr.-Min.	Film Hr.-Min.	Studio Hr.-Min.	Remote Hr.-Min.	Film Hr.-Min.	Hr.-Min.
Audience Particip.	10:30	4:00	—	27:39	4:00	—	46:09
Childrens	61:22	—	13:44	90:24	—	21:38	187:08
Commentators	3:59	—	—	13:02	—	—	17:01
Discussion (Forums Roundtable, etc.)	3:14	:27	—	31:02	9:51	:42	45:16
Dramatic	13:38	1:47	17:51	27:04	4:00	56:36	120:56
Educational	10:27	17:41	4:38	31:36	2:58	44:22	111:42
Musical	6:11	—	—	24:46	3:25	46:41	81:03
News	9:07	—	21:01	68:45	—	54:41	153:34
Sports	5:59	348:59	21:59	13:26	158:08	5:52	554:23
Special Events (other than sports)	—	4:34	—	8:13	58:29	1:13	72:29
Variety	58:05	1:20	1:42	66:59	5:32	22:19	155:57
Miscellaneous	5:52	—	:12	30:51	3:00	46:41	86:36
Time Signals	:12	:15	2:05	—	—	—	2:32
Weather Reports	:03	—	1:52	1:16	—	—	3:11
Other Announcements	5:07	—	11:13	1:53	:02	10:50	29:05
Test Pattern	—	—	90:00	—	—	1356:32	1446:32
TOTALS	193:46	379:03	186:17	436:56	249:25	1668:07	3113:34

Special Events Coverages

Such affairs as the Lincoln and Jackson Day Dinners, to cite two February events which were completely covered by video cameras, were invariably listed under the Special Events heading in the *Telestatus* form, although the front page linage they received the following day would certainly warrant their inclusion under News. News and sports, incidentally, were the only two types of programs reported by all the video stations.

Dramatic programs, fifth overall, with 120 hours 56 minutes, ranked fourth with sponsors, getting 33 hours, 16 minutes, of commercial time. Education, sixth overall with 111 hours, 42 minutes, was fifth in the commercial column with 32 hours, 46 minutes. Music was seventh overall, 81 hours, three minutes, and eighth commercially, six hours, 11 minutes. This was before the lifting of the Petrillo ban on the appearances of live musicians in television.

The sponsored musical shows featured vocalists singing either a cappella or with recorded accompaniment; the musical sustainers were largely old musical short films, used as fillers for gaps between major video program items.

Special events, with 72 hours, 29 minutes, ranked eighth overall; commercially they ranked ninth, with four hours, 34 minutes. Ninth overall were the audience participation shows, with 46 hours, nine minutes. This type of TV program was seventh in the commercial list, with 14 hours, 30 minutes.

Commentators Rank Eleventh

Discussions and forums, tenth with 45 hours, 16 minutes, and commentators, eleventh with 17 hours, one minute, wind up the list. They are also the commercial tail-enders, but in reversed order. Commentators rank tenth commercially, three hours, 59 minutes; discussions are eleventh, three hours, 41 minutes.

It is probably natural at this stage of video program development that the overall time breakdown and that of the sponsored hours should parallel each other so closely. Most programs today are produced by the station or network (studio shows) or are arranged for by the video broadcasters (sports events and feature films), with relatively few programs produced by the advertiser or agency. So far the chief agency video productions have been the filmed spot announcements.

The relative amount of overall and commercial time devoted to the various program categories in February are shown in the table titled Rank of Video Program Categories in Use of Air Time.

While sports have consistently occupied the number one spot in video programming, the table shows a number of changes since BROADCASTING's first *Telestatus* was made in midsummer 1947. Childrens shows have climbed from seventh to second place in the overall analysis of time devoted to the classes of programs and from eighth to second position in the commercial list, while dramatic programs have slipped from second spot to fifth overall but climbed from fifth to fourth place in amount of sponsored time. Variety shows in the same half-year have climbed from fifth to third place overall and from seventh to third commercially.

Test patterns, broadcast largely during the daytime hours to assist dealers and service men in installing or repairing video receivers, take up roughly four-fifths as much air time as do regular programs. These patterns are largely broadcast as sustainers, but two enterprising stations, KTLA Los Angeles and WWJ-TV Detroit, sold 80 and 10 hours, respectively, of test patterns in February to commercial sponsors.

RANK OF VIDEO PROGRAM CATEGORIES IN USE OF AIR TIME

	Overall		Commercial	
	July '47	Feb. '48	July '47	Feb. '48
Sports	1	1	1	1
Childrens	7	2	8	2
Variety	5	3	7	3
News	3	4	3	6
Dramatic	2	5	5	4
Education	4	6	4	5
Music	6	7	2	8
Special Events	9	8	9	9
Audience Participation	8	9	6	7
Discussion	*	10	*	11
Commentators	*	11	*	10

* Not included in the July 1947 breakdown.

Video Air Time in February

	Com. Hr.-Min.	Sus. Hr.-Min.	Total Hr.-Min.
Programs	648:19	983:55	1632:14
Announcements	20:47	14:01	34:48
Test Patterns	90:00	1356:32	1446:32
Total	759:06	2354:28	3113:34

XUM

Stability

Memorandum

W S B

Atlanta, Ga., ... *194*....

F.Y.I.

From STATION MANAGEMENT

To Advertising Agency Time Buyers

The combined (and uninterrupted) radio experience—in Atlanta—of the executive staff at WSB totals 106 years. The average service record of ALL personnel on the station—exclusively at WSB—is over 9 years per capita.

No other station in Georgia can offer this experience, this knowledge of market and audience, this established relationship between station and community. No other Atlanta station offers the equivalent in volume of audience or in listener loyalty. No combination of Georgia stations provides as much for your client's money.

Any Petry man can fill you in on the details.

Establishment

TELEVISION WITHIN 1948

Plans for WSB—T-V are being rushed to completion. This same market knowledge and program know-how will be available. You can get more where you buy experience.

THE VOICE OF THE SOUTH

50,000 WATTS **WSB** 750 K. C.

THE ATLANTA JOURNAL STATION

ATLANTA, GEORGIA

Represented Nationally by EDW. PETRY & CO., INC.

XUM

Sell 'em

n while they're hot!

...and you won't be put in the shade

June, July and August is one-fourth of your Northwest market. For Northwest cash registers ring up as many sales during the Summer as during any other season of the year. More than $645,000,000!

...i.e., IT PAYS TO SELL NORTHWESTERNERS IN THE SUMMER.

During the Summer, Northwesterners "get away from it all"—except radio. During June, July and August, Northwest radio listening is 8% higher than the national average.

...i.e., IT PAYS TO SELL NORTHWESTERNERS IN THE SUMMER—WITH RADIO.

The Twin City Hooper Reports for last Summer showed that WCCO commands an average daytime rating of 5.4...averages one-third of all daytime listeners... has a 39% *larger* average audience than any other competing station.

...i.e., IT PAYS TO SELL NORTHWESTERNERS IN THE SUMMER—WITH RADIO —WITH WCCO.

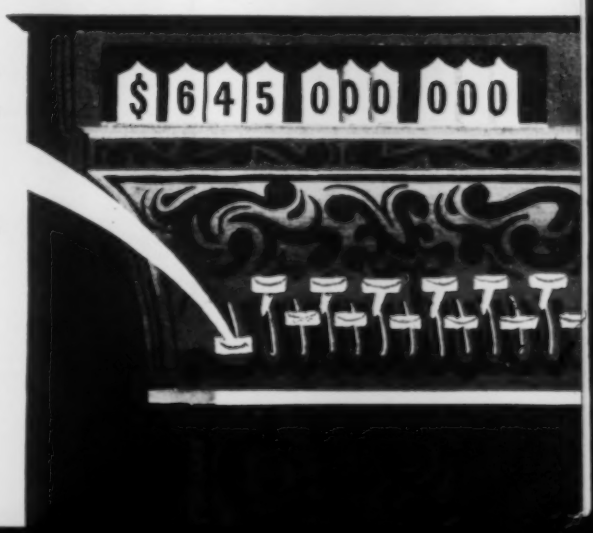
Last Summer, 37 national spot and local advertisers stayed on WCCO . . . just as they remained on WCCO every Summer for an average of eight years each . . . just as most of them probably will stay on WCCO this Summer.

...i.e., IT PAYS TO SELL NORTHWESTERNERS IN THE SUMMER—WITH RADIO —WITH WCCO—WITH RADIO'S SHREWDEST ADVERTISERS.

If you don't want to be put in the shade this Summer, get in touch with WCCO or Radio Sales. We'll show you how to sell 'em while they're hot!

Data supporting statistical summaries are available on request.

WCCO-Sells 'em while they're hot!
50,000 WATTS • 830 KC • CBS
MINNEAPOLIS • ST. PAUL



Represented by Radio Sales
...Radio Stations Representative
...CBS

XUM

Our advertisers dearly love us for making a HOG of ourselves

☆ For hogging the local radio audience, that is . . . in this Major Michigan Market. Just look at the facts revealed by C. E. Hooper's Station Listening Index—Winter, 1948.

In every reported time period WFDF registered more listeners than the other FOUR local stations combined! (Two competing nets, two independents.) WFDF's morning audience—ten till noon weekdays—was *more than three times* that of the other four stations combined . . . and more than DOUBLE from 8:00 to 10:00, both morning and evening!

But . . . stack WFDF against the runner-up local station *alone* in each time period. Mornings—WFDF showed *over SIX times as many listeners!* Afternoons—over THREE times as many. Evenings—over FOUR times as many.

Love these listeners! They lay out a couple hundred million "mazoomas" at retail. Only a couple of Michigan cities exceed Flint in retail sales. A sweet setup for your air-ad dollar. Latch onto WFDF.

FLINT WFDF MICH.

Now Represented by The Katz Agency

AMERICAN BROADCASTING COMPANY

BROADCASTING TELECASTING

Published Weekly by Broadcasting Publications, Inc.
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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule

Second issue: Network Boxscore; Public Interest

Third issue: Trends Survey

Fourth issue: Milestones

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

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250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell, Anita Lamm.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4115
William L. Thompson, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor,* Ann August.

TORONTO

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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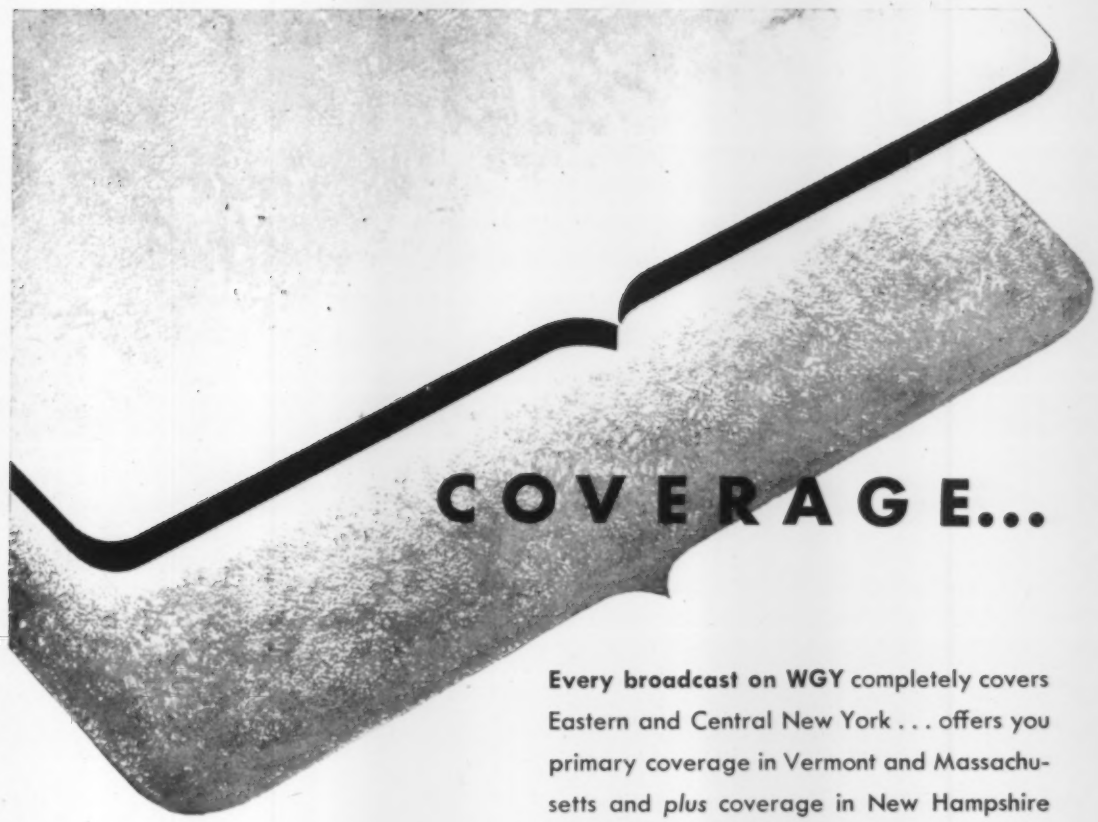
SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY



COVERAGE...

Every broadcast on WGY completely covers Eastern and Central New York . . . offers you primary coverage in Vermont and Massachusetts and *plus* coverage in New Hampshire and Pennsylvania!

The leader in this important market for 26 years—WGY still heads the list. More listener mail was received in the past year than ever before in the station's history.

General Electric Broadcasting leads the field in FM and Television, too—with WGFM and WRGB established for nearly a decade in the Capital District Area of New York State.

No need for indecision when it comes to coverage of this upstate market.

National Representatives—NBC Spot Sales

WGY

50,000 WATTS

SCHENECTADY, N. Y.

WGFM
Frequency Modulation

WRGB
Television

GENERAL ELECTRIC

XUM

WMBD dominates PEORIAREA

These Consistent Schedules Have Been Selling Products For A Long, Long Time...

Time buyers plan schedules on RESULTS. That's why these national spot and regional advertisers have *consistently* placed their advertising with WMBD to reach the rich PEORIAREA market.

DR. CALDWELL
DOANS KROGER
OYSTER SHELL
OAKFORD ROSZELL
18 LOCAL ADVERTISERS

BULOVA EX LAX
INTERSTATE BAKERIES
CRITIC FEEDS GIPPS BEER
7 LOCAL ADVERTISERS

*

WMBD DOMINANCE! Always a bigger share of the audience than all other Peoria stations combined. See latest Hooper Station Listening Index. (Jan.-Feb., 1948)

AM WMBD FM
PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

New Business

GENERAL TIRE & RUBBER Co., New York, has signed for sponsorship of *Let's Go to the Games* over five stations of Yankee Network for 26-week period. Stations are: WNAC Boston, WEAN Providence, WICC Bridgeport, WAAB Worcester and WMTW Portland.

DIF Corp. of Garwood, N. J. (Dif hand cleaner, washing powder), effective April 19 started 13-week spot announcement campaign on following New York stations: WMCA WNEW WOV and 52 weeks participation on *Arthur Godfrey Show* on WCBS and news program featuring George Hayes on WJZ. Norman A. Mack & Co., New York, is the agency.

SCHUBACH JEWELRY Co., with stores in Salt Lake City and Ogden, Utah, and Boise, Idaho, has appointed Cooper & Crowe, Salt Lake City, to handle its advertising. Firm is one of largest retail users of radio in Intermountain area, sponsoring shows on KDYL and KNAK Salt Lake City, and KIDO and KGEM Boise.

EMMET PACKING Co., New York (chain of prime beef stores), which has appointed Lester L. Wolff Inc., New York, to handle its advertising campaign, is anticipating spot radio use in key U. S. markets. No definite plans have been made.

ENZO Jel Co., Sheboygan, Wis. (gelatin products), has appointed Schoenfeld, Huber & Green, Chicago to handle its advertising. Radio will be used, initially in Wisconsin.

B-Z-B HONEY Co., Alhambra, Calif., April 23 started month's spot campaign six weekly on seven Los Angeles area stations. Stations include KMPC KFWB KLAC KFAC KFVD, all Los Angeles; KOWL Santa Monica, and KGIL San Fernando. Budget is approximately $1,000. Wil-

(Continued on page 86)

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

AAAA Head Likes Convention Coverage

EDITOR, BROADCASTING

May I tell you how much we liked your handling of the meeting (AAAA convention April 7-9) in BROADCASTING. It seemed excellently done!

Frederic R. Gamble
President
American Assn. of Adv. Agencies
New York

* * *

Roundup on Washington Market Called 'Fine Job'

EDITOR, BROADCASTING:

Your roundup on Washington as a market was a fine job. I hope you will put the reports out in booklet form. A really important service it is.

Philip H. Cohen
Vice President
Sullivan, Stauffer, Colwell & Bayles
New York

* * *

Hix's 'Inner Sanctum' Cartoon Wins Plaudits

EDITOR, BROADCASTING:

Your March 29 issue carried a very amusing cartoon by Sid Hix. It referred to the *Inner Sanctum* program of our client, Bromo-Seltzer Ltd. We would like to give this cartoon some circulation in Canada through drug trade papers. . . .

C. M. Roberts
The F. H. Hayhurst Co.
Toronto

* * *

Says Allied Record Had Principal U. S. Contract

EDITOR, BROADCASTING:

April 5 issue of BROADCASTING . . . announced that ABC had been awarded the government contract formerly held by NBC.

We are enclosing a copy of the Federal Supply Schedule. . . . It shows the principal contractor to be Allied Record Manufacturing Co., Hollywood. . . .

The following are the sub-contractors . . . Radio Recorders, Hollywood; U. S. Recording Co., Washington; ABC, New York; and Universal Recording Corp., Chicago.

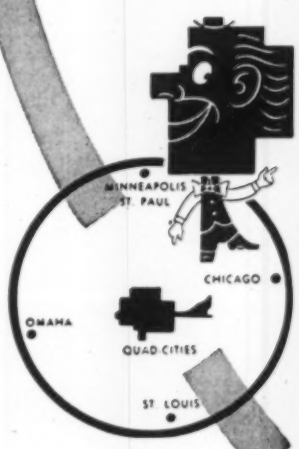
Of course, we realize that a publication such as yours, gathering

(Continued on page 72)

WOC

FIRST in the QUAD Cities
The 40th retail market
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

"FIRST to broadcast from a State Legislature."



WOC WOC-FM
5,000 Watts, 1420 Kc.
BASIC NBC Affiliate
Col. B. J. Palmer, Pres.
Buryl Lottridge, Mgr.
DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

RADIO SPOKANE

KGA

Now 50,000 WATTS

of *Protected** Persuasive Power that Covers a Unique Market

*Class 1-B Clear Channel

The Unique Spokane Market

Area	150 Mile Radius —Eastern Washington, 19 Counties —Northern Idaho, 10 Counties —Northeastern Oregon, 1 County —Western Montana, 6 Counties
Population	795,300* 18.9% in Spokane; 81.1% Rural
Effective Buying Income	Over 1 Billion*
Eff. Buying Income	$1,838 Per Capita* (18% Above U. S. Average)
Average Income Per Farm	$8,915 (121% Above U. S. Average)
Total Families	246,700*
Total Radio Families	228,780**
Radio Families	91.0%

SPOKANE—Only Metropolitan city in 150 Mile Radius.

*Sales Management's 1947 Survey of Buying Income. **BMB 1946 Percentages applied to S.M.'s 1947 Survey.

Owned and Operated by

LOUIS WASMER

A. B. C. AFFILIATE

Radio Central Bldg.
Spokane 8, Wash.

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

XUM

Advertising PAYS in this Market

WEST

EASTON, PA.
Established 1936

Represented by
ROBERT MEEKER ASSOCIATES
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

NBC AFFILIATE

A STEINMAN STATION

Feature of the Week

The big meal gets started, with the American Airlines pilot (center), "Mother" and "Father" Viveen (at right) helping in the preparation.

* * *

TWO HUNDRED boys and girls at an orphanage in the Netherlands capital, The Hague, sat down to a typical American ham-and-egg breakfast Easter day, thanks to Martha Crane and Helen Joyce, co-conductors of the *Feature Foods* homemaking program, heard daily on WLS Chicago.

Martha and Helen asked their listeners for small donations for the institution—one of their CARE projects—so that each child could have an Easter gift.

After gifts were assembled, the WLS duo thought of adding an extra Easter fillip. Why couldn't dozens of fresh eggs and a generous supply of hams be flown to the orphanage for an all-American Easter breakfast preceding dis-

(*Continued on page 79*)

On All Accounts

WILLIAM MUNDO SPIRE, account executive at Sullivan, Stauffer, Colwell & Bayles, New York, is a hard-smoking man who confesses he can't stay away from tobacco; but conversely it appears that tobacco can't stay away from Mr. Spire—American Tobacco that is.

Bill Spire is the new executive on the Pall Mall account at SSC&B; he was also the executive on the same account at Ruthrauff & Ryan.

Reversing what appears to be the traditional success pattern, Mr. Spire did not groom for his career in radio by spearing whale in the Falklands, riding herd in the Pampas, or selling lingerie in the basement. He got a job in radio.

He joined KLRA Little Rock, Ark., in 1929, and after two years left for New York and an announcing job at WHOM.

Shortly he forsook the diction department for a job in the front office as program director, finally achieving the post of assistant manager.

It was at that point that he resigned to join Alsop Radio, a transcription firm, as writer-producer. With the dissolution of that organization he transferred to McCann-Erickson as a copy writer.

The first bomb on Pearl Harbor shook Mr. Spire loose from his newly-achieved rank as head of the agency's radio department and plummetted him into the Office of Facts and Figures, later into the OWI. There he rose to the level of deputy radio chief.

At war's end Bill Spire returned to his old field but a different agency, Ruthrauff & Ryan. It was there that he met his king-size destiny as executive on the Pall Mall account.

BILL

With the formation of SSC & B two years later, Mr. Spire left Ruthrauff & Ryan to help pioneer the new venture as account executive for the Whitehall Pharmacal Co.

Returning from an extra - curricular tour of duty as radio head for the Citizen's Food Committee under Charles Luckman, Mr. Spire was named to the Lever Bros. account, the post he held until his recent designation as Pall Mall account chief.

Mr. Spire is married and the father of three children. The Spires live in Manhasset, Long Island. A gardening and Dodger fan, Bill's current aversions are bugs and the Giants.

We're sittin' on our pedestal

And this is what put us there:

We're owned and operated by The Commercial Appeal. We've got 5000 watts day and night, that gets out into 684,460 radio homes where the buying power is concentrated in this two-billion dollar market. We're right in the middle of the dial at 790 kilocycles. And what's more, the folks in Memphis and the Mid-south say that they like our "personalized" programming and top NBC shows. (See Hooper)

Get the facts about WMC, the Memphis NBC outlet, WMCF, the first FM station in Memphis and the Mid-South, and coming soon, WMCT (Television) from the nearest Branham man.

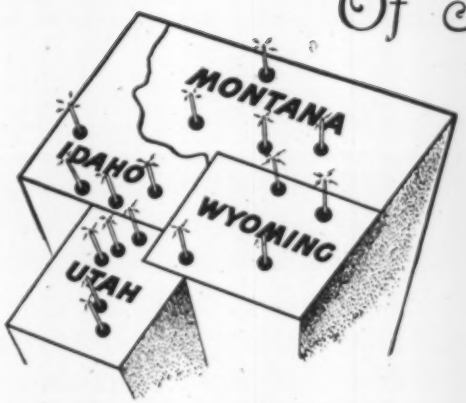
XUM

One of a series. Facts on radio listening in the Intermountain West

14-City Hooper Survey Reveals

Intermountain Network Delivers 36%

Of Morning Audiences



The Winter, 1947 Hooper reveals that there are 22.2% of the sets in use from 8 a.m. to 12 noon in Salt Lake City and 13 other intermountain cities—and the Intermountain Network delivers 36% of the audience. This is substantially more than the audience delivered by any other network and exactly double the audience of two competitive networks.

Hooper based the survey on a weighted basis with weights assigned according to population—43% for Salt Lake City and 57% for 13 other Intermountain Network cities.

HOOPER STATION LISTENING INDEX

14 Intermountain Network Cities

WINTER, 1947

Time & Day	Sets In Use	INTER-MOUNTAIN* NETWORK	Share of Audience: Ax Network	By Network	Cz Network	All Others
8 a.m. to 12 Noon Mon. thru Fri.	22.2	36.0	17.1	18.9	25.2	2.8

*Comprised of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

x Comprised of 15 A network stations.
y Comprised of 10 B network stations.
z Comprised of 15 C network stations.

Ask Avery-Knodel for further details

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMON, Great Falls *
KYES, Butte *

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

*Under Construction

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

XUM

● Aviation is big business in *Greater* Miami. The 12 scheduled and 50-odd non-scheduled lines located here employ nearly 12,000 people, carry an annual payroll of approximately $33 million, and make annual local purchases of over $25 million. In addition, important new installations are being added to take care of the more than 3 million passengers and 33 million pounds of cargo that pass through this airport yearly.

● Yes, there's big business in *Greater* Miami. And when it comes to getting your share, keep in mind that WQAM's clear signal effectively covers all of Greater Miami's rich trading areas. For more results, at less cost, it's Miami's First Station, -- First in Showmanship, and in the kind of listener responsiveness that makes for Sales.

Miami's First Station

WQAM

WQAM · FM

A. B. C. IN MIAMI

THE MIAMI HERALD STATION

★ OWEN F. URIDGE, General Manager ★ JOHN BLAIR & CO., National Representatives

BROADCASTING
TELECASTING

Vol 34, No. 17 WASHINGTON, D. C., APRIL 26, 1948 $7.00 A YEAR—20c A COPY

TAYLOR FOR DURR?

Cottone, Willoughby, Norfleet Also Mentioned

By RUFUS CRATER

THE NAME of Brig. Gen. Telford Taylor was projected to the forefront of speculation over the successorship to FCC Comr. Clifford J. Durr last week, after President Truman announced Thursday that the left-wing Democrat had refused reappointment.

Comr. Durr's term expires June 30, terminating a seven-year tenure in which he became the Commission's leading exponent of the brand of liberalism and government control epitomized in FCC's famed Blue Book.

Gen. Taylor, former FCC general counsel and now U. S. chief prosecutor at the war crimes trials at Nuremberg, arrived in Washington last Friday, ostensibly to report on progress of the trials. Though the possibility of other appointments outside or from within the Commission was not discounted, informed quarters felt Gen. Taylor was currently the likely choice.

Technically still on leave of absence from FCC, he has been mentioned frequently in connection with past vacancies on the Commission, and had the support of a number of prominent radio figures, including the FCC Chairman Charles R. Denny, when Mr. Denny resigned to become vice president and general counsel of NBC.

President Truman lauded Comr. Durr's government service and said the 49-year-old Alabaman had rejected reappointment for personal financial reasons [BROADCASTING, April 5].

The announcement was made in response to questions at a news conference the day after the President conferred with Mr. Durr and less than 24 hours after Mrs. Virginia Foster Durr, wife of the Commissioner, announced she would campaign for Henry A. Wallace in his bid for Presidency.

Comr. Durr, who had refused to comment on his conference with the President, said he had no definite plans after term expiration.

The offer of reappointment came as a surprise in many quarters, particularly in view of Mr. Durr's repeated sharp criticism of President Truman's loyalty program and also because Mrs. Durr's support for Mr. Wallace was becoming well known in the capital.

There had been little feeling that the Alabama liberal could secure Senate confirmation even if reappointed.

Even before the President's announcement, the White House said there was no connection between Mr. Truman's Wednesday morning conference with Comr. Durr, and Mrs. Durr's Wednesday night announcement that she would serve as chairman of the Northern Virginia Provisional Committee for Mr. Wallace.

Asked point-blank whether he offered Mr. Durr reappointment, President Truman said he offered it to him but Mr. Durr could not accept. He added that the Alabaman is raising a family and can't afford to live on the $10,000 salary paid to commissioners. Mr. Truman said he was very sorry, and that Mr. Durr has been a good public servant.

While most attention in radio circles appeared to center on Gen. Taylor as the likely successor, the possibility of a merit promotion from within the Commission was not overlooked. Staff executives prominently mentioned included General Counsel Benedict P. Cottone, Acting Chief Engineer John A. Willoughby, and Chief Accountant William J. Norfleet.

There also have been frequent demands by farm groups that agriculture be given a representative on the Commission.

Comr. DURR

It was felt that the Administration would be hard pushed to find an "outsider"—one without extensive radio experience—who would be willing to accept nomination

(*Continued on page 93*)

Gen. TAYLOR

CAA FRICTION

Policy Changes Seen

By ED KEYS

RELIEF from a perennial thorn-in-the-side of the radio industry may be forthcoming during reported policy changes of the FCC if the agency challenges the sky sovereignty allegedly usurped by the Civil Aeronautics Administration.

It is reliably reported that FCC is considering a broader interpretation of Section 303 (q) of the Federal Communications Act of 1934 and other policy changes concerning radio towers. Section requires that the Commission "from time to time, as public convenience, interest, or necessity requires, shall have authority to require the painting and/or illumination of radio towers if and when in its (the FCC) judgment such towers constitute, or there is a reasonable possibility that they may constitute, a menace to air navigation."

Administration of this section represents one of the controversies of the radio industry. Industry officials claim that often radio towers lower than surrounding buildings, the height of which are controlled by CAA, must be equipped with expensive lighting equipment.

Other industry complaints are:

● The CAA employs a slow and cumbersome procedure in processing applications.

● Wasted time and effort results from surveying all towers of competing bidders before the FCC makes its final grant.

● Regional CAA officials, far from the survey scene, often disapprove transmitter sites approved by local CAA field investigators.

● CAA officials are impractical in their consideration of transmitter sites near aircraft let-down or climbing areas.

● After purchasing expensive acreage for a transmitter site, stations must submit bi-annually to a review by CAA with full consideration being given airway changes effected after land purchase.

● For reasons unknown to the industry airways are almost always routed over cities rather than around them, thus complicating transmitter location.

● FM towers, for effectiveness, must be located on high spots such as mountains. Even if these are off airways, CAA opposition is often encountered, radio officials say.

● It is difficult to secure approval of television transmitter sites since FCC requires that they be at least 500 ft. above surrounding terrain. Even though they are off the beaten aerial path, they receive an official CAA scowl. In many cases where stations have met strong CAA objection to the 500 foot towers, FCC has permitted operation at somewhat lower heights.

Summed up, the radio industry condemns what it describes as the

(*Continued on page 76*)

XUM

FCC Rule Sought On CBS KTTV Bid

Network Asking Part Ownership Of Los Angeles TV Station

A PETITION seeking approval of an agreement between CBS and the *Los Angeles Times* Television station KTTV, in which the network intends to acquire partial ownership, will be filed with the FCC within a week, it was learned last week in New York.

Although details of the agreement were not disclosed, it was characterized by one informed source as "an unusual arrangement."

It had been reported that CBS would acquire an interest in the Los Angeles station—probably less than 50%—and it would actively participate in the management. Norman Chandler, publisher of the *Los Angeles Times*, admitted that CBS purchase of part ownership was involved in the proposed agreement but refused to discuss the matter specifically.

Mr. Chandler was in New York last week to attend the convention of the American Newspaper Publishers Assn. and was expected to leave at week's end. Raymond Monfort, the *Times* technical director, was conferring with CBS executives in New York and was intending to remain in New York for another week at least, it was said.

NEW AFRA PACT

Network Staffers Get 7½% Pay Boost

MAJOR networks and AFRA have agreed on a two-year extension of present contracts.

Increase of 7½% has been granted in the base pay for staff announcers and sound men employed April 1, with 5% increase in minimum scale.

Final details of the contracts were agreed on at a Wednesday meeting of network officials and members of AFRA's negotiating committee but contracts have not yet been formally signed.

Aside from the above-noted pay boosts, present fees will prevail until Oct. 31, 1950. This includes both the pay scales of staff employes and the Code of Fair Practices for Commercial Broadcasting which defines fees of actors, singers, announcers and others for specific types of broadcasts. These fees are in addition to regular staff salaries and also are paid freelancers.

Would Expire Oct. 31

Present scales became effective Nov. 1, 1946 and were to have expired next Oct. 31. Under terms of the 1946 contract AFRA is entitled to renegotiate if the cost of living index increases more than 10% in the period. This increase occured, leading to the recent negotiations.

In the current renewal contracts no change is made in commercial or sustaining program fees or in transcription rates.

AFRA has agreed to petition the National Labor Relations Board to authorize union shop elections in order to conform with the Taft-Hartley Act.

VETERANS ASK INQUIRY ON FCC LAMB GRANTS

AN INVESTIGATION of FCC's AM, FM, and television grants to interests with which Edward Lamb, Toledo attorney, is associated, is sought in a resolution adopted by the Catholic War Veterans, Dept. of Ohio.

The *Catholic Chronicle*, of Toledo, said each local post in Ohio is being asked to urge such an investigation in messages to Congressmen, specifying that the inquiry relate, according to the *Chronicle*, to "one of the FCC Commissioners, Clifford J. Durr, who is charged with having criticized the FBI for supplying the FCC with unsolicited information reguarding persons making applications for radio licenses."

Organizations with which Mr. Lamb is associated operate WTOD and WTOD-FM Toledo and have FM grants for Erie, Pa., and Mansfield and Springfield, Ohio, and television grants for Erie and Columbus, Ohio.

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AFM-TV

Video Scale Expected Soon

NEGOTIATIONS between major networks and the American Federation of Musicians concerning temporary establishment of wage scales for television music were approaching resolution last week, it was reliably reported.

It had been anticipated a fortnight ago that an agreement might be reached last week, but by Friday morning the networks and James C. Petrillo, AFM president, were reportedly "still apart" on many points at issue. It was understood, however, that a negotiational meeting might be arranged late Friday and that final agreement was not regarded as impossible by the weekend.

Any pact signed by the networks and Mr. Petrillo would be of short duration, perhaps no longer than 90 days, it was understood. The rapid expansion of television as a commercial operation was said to have motivated Mr. Petrillo to insist upon the short-term arrangement.

No Firm Basis

No reliable information was available as to the amount of wages sought by the union for television performances beyond the acknowledgement that scales would probably be less than those prevailing in network sound broadcasting.

Meanwhile, it was learned that on another music front several transcription companies were contemplating legal action against the AFM in an endeavor to recover the use of musicians whose services have been denied transcription or record manufacturers since last Dec. 31.

It was understood the companies hoped to bring action for alleged violation of Taft-Hartley Act provisions. Sydney M. Kaye, special counsel to the Industry Music Committee, was reported to have prepared "sample" charges which could be lodged against the AFM with the National Labor Relations Board.

The "sample" prepared by Mr. Kaye did not, it was reported constitute a final draft of allegations against the union, but was intended only as an advisory guide to the companies. The Industry Music Committee's function is advisory only.

Identities of the companies which were considering the action were not revealed, but it was known that several firms were involved. Whether they would take joint or separate action was also unsettled, it was reported.

It was believed that a conference of the companies would be held preliminary to further development of the legal preparation.

4 MORE JOIN ABC TV

2-Year Affiliate Contracts

FOUR MORE television stations, one in operation and the other three under construction, were added last week as affiliates of ABC.

The network signed two-year affiliation contracts with WMAL-TV Washington, WTCN-TV Minneapolis, KFMB-TV San Diego and WDSU-TV New Orleans. WMAL-TV is the station now on the air.

Coincidentally, the network announced that its spot sales facilities would be made available to television affiliates.

The network said that in addition to sales counsel, the spot sales organization would also offer "expert guidance in television programming, including the creation of new presentations, the actual preparation of video commercial copy—either live or on film—as well as the technical knowledge required for the operation of ABC's owned and operated television outlets."

Special Course

The network's spot sales staff is now being given a special course of training lectures in video engineering, operations and administration.

Ownership and details of the four television affiliates announced last week by ABC follow:

WMAL-TV Washington, Sam H. Kauffmann, president, owned by The Evening Star Broadcasting Co., Channel 7, visual power 27.7 kw, aural power 13.9 kw.

WTCN-TV Minneapolis, F. Van Konynenburg, general manager, associated with St. Paul Dispatch-Pioneer Press, Channel 4, visual power 17.9 kw, aural power 9.2 kw.

KFMB-TV San Diego, Jack O. Gross, president, associated with KFMB, Channel 8, visual power 20 kw, aural power 20.2 kw.

WDSU-TV New Orleans, Fred Weber, executive vice president, associated with WDSU, Channel 6, visual power 21 kw, aural power 10.5 kw.

Pact With WATV

A working agreement providing ABC with a television outlet in the New York metropolitan area pending completion of its New York station was signed earlier last week with WATV Newark.

The Newark station will go on the air May 15. ABC's WJZ-TV New York is not expected to begin until August. In the interval, according to the agreement between the network and the Bremer Broadcasting Corp., owner of WATV, ABC-produced TV programs will be broadcast by Newark.

Some commercial programs produced by ABC will continue, as they have in the past, to be televised in New York over WABD, the DuMont station.

XUM

MAYFLOWER HEARING

NAB President Justin Miller as he testified at Mayflower session. ←

FCC'S HEARINGS on its seven-year-old Mayflower Decision forbidding stations to editorialize were completed last week, with observers more certain than ever that the Commission would not lift the ban without imposing strict checkreins.

Permission for some form of editorializing was still anticipated, probably accompanied by a requirement that editorializing stations provide equal time for the presentation of opposing viewpoints, and conceivably with further restrictions on stations in communities where there are no other outlets.

Judge Justin Miller, president of NAB and leader of the campaign which led to reopening of the Mayflower edict, led the presentation against the ban with a scholarly legal study to back his contention that the ruling violates the free-speech amendment to the Constitution and the no-censorship provisions of the Communications Act.

Other NAB staff executives and station representatives joined him in the fight against the Mayflower principles.

Hot Dispute

Arguments advanced during the three-day session—which followed a week of hearings in early March [BROADCASTING, March 8]—ranged from flat denial of any FCC rights with respect to programs, to equally ardent insistence that the Mayflower ruling should be not only maintained, but strengthened. In the middle ground were witnesses who felt broadcasters should be permitted to air their own views, but should be required to make time available for the views of others.

James Lawrence Fly, New York radio attorney who headed the Commission when the Mayflower Decision was handed down in 1941, entered a fiery opposition to unfettered editorial freedom, voicing particular concern with the "power of exclusion" which broadcasters would have.

T. A. M. Craven, another FCC member when the decision was issued, now vice president of Cowles Broadcasting Corp. and general manager of WOL Washington, and Louis G. Caldwell, Washington radio attorney who has been one of the most outspoken critics of FCC's program policies, were among the witnesses protesting any governmental interest in station editorializing.

Commissioners Present

The hearings, held Monday through Wednesday, were before Chairman Wayne Coy and Comrs. Paul A. Walker, Rosel H. Hyde, Clifford J. Durr, Robert F. Jones, and George E. Sterling. Several, including Chairman Coy, indicated they were unconvinced by arguments that the Government may not intervene to prevent one-sidedness in the broadcasting of controversial issues. Comr. Walker, who with Comr. Durr is the only remaining member of the 1941 Commission, frequently stopped broadcasters to inquire: "Then you're not being handicapped by the Mayflower decision?"

General Counsel Benedict P. Cottone and Richard A. Solomon, of the law department, were Commission counsel for the proceeding. Running account of the sessions follows:

MONDAY MORNING

Mr. Cottone submitted several communications for the record: The NBC code; a letter from CBS saying its standards have not been codified; a letter from W. Theodore Pierson, Washington attorney, clarifying certain answers to questions during his earlier testimony against the Mayflower ban, and messages outlining the views of several other stations and organizations.

Maurice Lynch, of the Chicago Federation of Labor's WCFL, whose testimony for modification of the Mayflower rule had been disowned by a later AFL witness [BROADCASTING, March 8], sent a letter withdrawing WCFL's statement after further study of the questions involved. Other letters submitted through Mr. Cottone were from:

American Legion Commander James F. O'Neil, favoring editorializing; A. M. Morgan, president of WLYN Lynn, Mass., opposing it; Ed Craney, operator of the "XL" stations of the Northwest, who felt stations may air their views if they provide equal time for opposing viewpoints; John F. Hogan, president of the National Assn. of Radio News Directors, who discussed the question without taking a stand pro or con; Jack Kroll, director of CIO Political Action Committee, and Morris Pizer, president of the United Furniture Workers (CIO), both of whom asked for reaffirmation of the Mayflower principles.

Dallas Smythe, head of FCC's Economics and Statistics Division, presented tables showing the number of communities with one, two, three, and four or more stations, respectively (AM and FM), and a breakdown of AM figures for 1948 as compared with 1941.

Judge Miller, limiting his discussion to the legal points involved, presented a documented brief in support of his claim that FCC "has no jurisdiction to interfere in any way with this subject of editorial comment." He thought the fair-play principle is a sound policy for U. S. broadcasters, but that the Government has no right to require it.

FCC Considerations

On the basis of the Supreme Court decision in the Sanders case, he contended FCC's proper considerations are limited to: "(1) available frequencies tested by good engineering standards; (2) competency; (3) adequacy of equipment, and (4) financial ability." Study of the Communications Act, he said, makes clear that "if Congress had expected you to inquire into such

(*Continued on page 59*)

AWAITING his turn to testify, William J. Scripps (l), director of the Detroit News, owner of WWJ Detroit, is shown at FCC's hearing on the Mayflower Decision with Maurice R. Barnes, WWJ's Washington attorney. →

BROADCASTER and educator, and both opposed to the editorializing ban: Frank P. Schreiber (l), manager of the Chicago Tribune's WGN, and Dr. Frederick Siebert, director of the U. of Illinois School of Journalism. →

COMPLETE FREEDOM to editorialize, with no strings attached, was urged by E. R. Vadeboncoeur (l), vice president of WSYR Syracuse and WINR Binghamton, N. Y., and William B. Quarton, general manager of WMT Cedar Rapids. →

XUM

PHARMACO

Finds Radio Does Job Best

By FLORENCE SMALL

TWENTY MINUTES by taxi from downtown Newark, N. J., stand two thriving industrial plants that radio helped to build. Impressive testament to the efficacy of broadcast advertising, the Pharmaco Co. —user of radio exclusively—has risen from a chemist-shop type of operation, employing 20 people, to a modern, internationally known enterprise with an annual advertising appropriation of $1,000,000.

Agency for Pharmaco is Ruthrauff and Ryan, New York.

The young firm, which makes Feen-a-Mint and Chooz, stepped boldly into radio in 1933, after tentative stabs at other media, with a program on NBC called *Corner Drug Store*. Boldness paid off as sales began to mount.

Dropping all other advertising except radio and sampling, the company invested the next year in the *Potash and Perlmutter* series on the same network, with progressively increasing returns for its advertising dollar.

By now the pattern was set and Pharmaco committed itself strongly to radio, purchasing the high-budgeted George Gershwin show on NBC and a program on CBS.

That was the firm's formula until 1937, when, in an experimental move, Pharmaco dropped radio for newspapers and magazines. But in 1938, the experiment concluded, the company returned to radio and embraced it totally. And it has never deviated since.

It was in that year that Pharmaco launched its *Double or Nothing* show on Mutual, a program that was to run for nine successive seasons before being retired in favor of current schedule, which includes *Charlie Chan*, *Jim Backus Show* and *Official Detective*, all on Mutual.

Extending its campaign into Canada this year, the company again has turned to radio, piping its *Charlie Chan* feature into CKEY Toronto, as well as launching a five-minute program, *Song Clue Contest*, on the same station. It has supplemented these two programs with a spot announcement campaign on 25 Canadian outlets. The Baker Agency in Toronto handles the firm's Canadian activities.

Advertising head of radio-minded Pharmaco is Gifford R. Hart, vice president, who came to the firm in 1934 from the Frank Presbrey Advertising Agency, where he had served as vice president. Prior to that he was assistant to Paul Kesten, then executive vice president of CBS. Thus grounded in radio's rudiments, Mr. Hart proved to be the ideal executor of an account whose success has relied so heavily on that medium.

Pharmaco officials and executives of firm's agency, Ruthrauff and Ryan. Standing: Willson Tuttle (l), R & R vice president, and R. Del Dunning, R & R account executive. Seated, l to r: Gifford Hart, Pharmaco vice president; Frederick B. Ryan Jr., R & R president; Claude Hanford, Pharmaco sales manager.

* * *

The Pharmaco Co. itself started operations in the mid-20's with an old shop and a new principle—the principle that medication could be pleasant as well as effective. Radio has helped add the word "profitable" to the precept.

In regard to television, Mr. Hart confided that the firm is exploring its possibilities.

Analine Sponsors

GENERAL ANALINE and Film Corp., New York, (Glim) on May 3 starts three-weekly sponsorship of Rex Miller on full Don Lee California regional network for 52 weeks. Plans are to extend sponsorship to Pacific, mid-western and eastern networks. Botsford, Constantine and Gardner, San Francisco, handles account.

SAWYER

First Prominent Radio Figure in Cabinet

APPOINTMENT by President Truman on April 21 of Charles Sawyer, Cincinnati lawyer, businessman and statesman, as Secretary of Commerce, marks the first time in history that a prominent personage identified with station ownership has been given cabinet status.

Former vice president and general counsel of Crosley Corp., Mr. Sawyer is president of Radio Voice of Springfield, licensee of WIZE Springfield, Ohio, and of Great Trails Broadcasting Corp., licensee of WING Dayton, Ohio. He also owns controlling interest in the *Lancaster* (Ohio) *Eagle-Gazette*.

J. P. Williams, son-in-law of Mr. Sawyer, is general manager of both WING and WIZE.

Mr. Sawyer was present at his first cabinet meeting April 23, even though his appointment had not yet been confirmed. In answer to queries, President Truman said that Mr. Sawyer's appointment had nothing to do with politics. The President said he thought Mr. Sawyer was the best man for the job. The appointment is to be considered by the Senate Interstate and Foreign Commerce Committee at a later date, probably during executive sessions April 29. If approved, the appointment will be sent to the Senate for final approval.

★

Mr. Sawyer is slated to succeed W. Averell Harriman, who was designated by President Truman April 21 as special U. S. Ambassador to the 16 nations participating in the European Recovery Program. Officially Mr. Harriman will be known as chief European representative of the Economic Cooperation Administration with the rank of Ambassador-at-Large.

Mr. SAWYER

A close friend of the Chief Executive, Mr. Sawyer in 1944-45 was Ambassador to Belgium. He is 61 and has long been active in political affairs in Ohio. From 1911 to 1915 he was a member of the Cincinnati City Council; in 1938 he was Lieutenant Governor of the state, and from 1936 to 1944 he was Democratic national committeeman from Ohio.

Other government officials of near-cabinet stature also have radio holdings. Among these are Secretary of the Army Kenneth C. Royal, who is principal stockholder in WGBR Goldsboro, N. C. and Assistant Secretary of the Army Gordon Gray, president of Piedmont Publishing Co., licensee of WSJS Winston-Salem, N. C.

Time Adjustments Made by Networks

Programming Machinery Is Set In Motion for Daylight Time

DAYLIGHT saving time programming machinery was set in motion yesterday (April 25) by the four major networks. Here is a brief recapitulation of their plans, which were outlined in detail in earlier issues of BROADCASTING:

NBC is recording each day's full program schedule in Chicago, using Scotch Sound Tape, and rebroadcasting one hour later.

CBS is transcribing its full schedule in New York on acetate discs. All CBS stations operating on standard time will receive all programs an hour later via a special set of transcription lines, but at the same "clock time" as always.

MBS is recording all programs on discs in Chicago and Hollywood for separate release to each of Mutual's four divisions. This involves the use of more than 1,000 miles of additional network lines, MBS said.

ABC is recording its program schedule with Ampex Electrical Tape Recorders in Hollywood and Chicago, and rebroadcasting an hour later for ABC stations on standard time. Certain special events, such as title fights, are to be carried live throughout the network.

Daylight Saving Time went into effect on the Trans-Canada and Dominion networks in Canada for the April 25 to Sept. 25 period, the Canadian Broadcasting Corp. has announced. Because all parts of Canada will not be having DST, individual stations in those areas are keeping listeners there posted as to when the network shows will be heard in their coverage area.

XUM

540 KC BLOCK

Mexico Plans 150-kw Outlet on Channel

A SQUEEZE PLAY which could effectively block any substantial use of 540 kc by U. S. broadcasters has been undertaken by Mexico in the assignment of a 150-kw "1-A clear channel" station on the newly authorized AM channel.

The move is considered sure to draw a strong protest from this country since 540 kc is not yet covered by the North American Regional Broadcasting Agreement. Its use in the AM band was to be decided in the negotiation of the next NARBA.

Mexico's plans for the 150-kw station were disclosed through customary notifications sent to all NARBA signatory nations. The station would be located at San Luis Potosi, some 350 miles south of the U. S. border, and, according to the notification, is slated to commence operation about Dec. 1 this year. Mexico specified that it was assigned as a 1-A station.

Since Canada has been using 540 kc with 50 kw at CBK Watrous, Sask., for several years under a special arrangement with the U. S. and is seeking through NARBA to have the channel classified 1-A, Mexico's proposed use would severely limit operation on the frequency in the U. S.

If it were necessary to accord the customary 1-A protection to both the Canadian and Mexican borders, communications authorities said the channel would be of little value to the U. S. except possibly for one or two coast stations. Even these, it was said, probably would have to employ highly directional antennas to give proper protection to the two borders.

Previous Petition

NAB meanwhile recalled that it had petitioned FCC almost three months ago for proceedings "to determine what would constitute the most effective use of the frequency 540 kc in the U. S." [BROADCASTING, Feb. 2]. It was disclosed that Judge Justin Miller, NAB president, followed up the petition with a March 17 letter to FCC Chairman Wayne Coy declaring that "no country should be permitted to establish any prior right to assignments made on 540 kc."

Referring to current efforts to secure a postponement of the NARBA conference scheduled for August, Judge Miller's letter also outlined the position of American broadcasters, expressing belief that "the principles and standards now observed between the several countries of the North American Region as a result of the NARBA, the Interim Agreement, and informal understandings should remain in *status quo* pending the preparation for, and execution of, a new NARBA. . . ."

NAB said Mr. Coy replied that the matter had been called to the Commissioners' attention.

The AM band was widened to include the 540 channel by the International Telecommunications Conference at Atlantic City last summer, but with provisions forbidding its use without agreement by the nations of Region Two, which includes NARBA signatories. Engineers attending the NARBA preparatory meeting at Havana last November also recommended extension of the AM band to include 540 kc, but the exact use to which the channel would be put was left to the forthcoming treaty conference itself.

It was regarded as a foregone conclusion that the U. S. would protest the Mexican action. The protest is expected to contend that assignment of the 540-kc station is contrary to NARBA and also runs counter to other international agreements, and that orderly procedure requires that negotiation

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UNIFORM TIME

Most Witnesses Agree on Need

By JOE SITRICK

NEED for uniform time in the U. S. was agreed upon by virtually all witnesses appearing before a Senate Interstate Commerce subcommittee last Tuesday, but there was disagreement over whether it should be standard or daylight saving time.

The committee has before it two opposing measures [BROADCASTING, April 19]. One, S-2226 introduced by Sen. Clyde M. Reed (R-Kan.), subcommittee chairman, provides for uniform daylight time from the last Sunday in April until the last Sunday in September. The other, S-2041, authored by Sen. John Overton (D-La.) would keep standard time the year round.

A. D. Willard Jr., NAB executive vice president, told the committee that broadcasters "almost unanimously" favor uniform time legislation, but, like the rest of the citizenry, are divided on the question of standard vs. daylight time.

Nevertheless, said Mr. Willard, NAB's membership as a whole considers the need for uniformity of "such overriding importance to the broadcasting industry" that it will lend "unqualified support" to either of the two bills which Congress determines will be most effective.

The NAB official pointed out that the recording and delayed broadcast system now being used by the networks is a difficult and expensive undertaking and that, furthermore, it can never be completely successful because the time variations are not zone-wide or even state-wide.

CBS View

Earl H. Gammons, vice president in charge of CBS Washington operations, said that CBS is "heartily in favor" of uniform time and that the practice of some communities shifting to daylight time while others remained on standard "has disrupted the broadcasting industry and has inconvenienced the listening public."

Local programs, such as farm shows, he said, had to be broadcast at particular times of the day for "maximum effectiveness," and political shows such as talks by the President or Congressmen frequently should be heard simultaneously throughout the nation.

CBS' plan for buying additional lines and services and setting up, in effect, two networks during summer months costs $200,000, he said, and is "exceedingly complex." Under the plan, one network serves 58 communities in daylight time zones, and the other serves 108 communities in standard time areas.

Mr. Gammons said that although either of the pending bills would accomplish uniform time, he thought the Reed Bill was more practical and would be easier to sell to the country since, according to CBS estimates, more than 50% of the country would be on daylight time this year.

Gene Juster, appearing for Frank M. Russell, vice president in charge of NBC Washington, added his endorsement of uniform time and of the Reed Bill.

Chairman Reed, in later questioning of a farm witness, appeared to agree with Mr. Gammons' reasoning. "Since there is no economic, moral or political principle involved," said Sen. Reed, it is a question of what is most convenient for the largest number of people.

The Kansas Republican said he "seriously doubted" that a standard time bill could be put through Congress, especially the House,

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Left Photo: A. D. Willard Jr. NAB executive vice president, expresses the sentiments of broadcasters for uniform time. Center Photo: Earl H. Gammons, CBS vice president cites disruptions caused by time shuffles. Right Photo: At recess James Neu, CBS Washington attorney (l) and Gene Juster, who appeared for Frank M. Russell, vice president in charge of NBC Washington, examining text of a witness.

XUM

JOHNSON BILL FINALE

Clears Throw Their Punches

SPOKESMEN for clear channel broadcasters wound up their fight against the Johnson Bill (S-2231) with rebuttal testimony before the Senate Interstate Commerce Committee last Monday and Friday mornings. Proponents of the bill were to testify on Friday afternoon (see story page 4).

Leading the presentation for the clears were Col. John H. DeWitt Jr., president of WSM Nashville and engineering director of CCBS; Louis G. Caldwell, CCBS counsel; Victor A. Sholis, director of WHAS Louisville and CCBS director; and Ralph Hardy, KSL Salt Lake City executive assistant in charge of public affairs.

Mr. Caldwell challenged statements by opposing witnesses that CCBS effort to get higher power was merely "camouflage" and that the real purpose was to maintain the status quo and preserve clear channels from duplication.

"It is curious," he observed, "that such statements come from the very witnesses that voiced great alarm over the economic effects of higher power on smaller stations, claiming that they are threatened with loss of their network affiliations and perhaps other economic losses."

Of Sen. Wheeler's contention that nothing has been accomplished because of politics, Mr. Caldwell said, "nothing could be further from the truth."

Mr. Caldwell recited the history of power increases and clear channels concluding that anyone who reads the record in the case "cannot have any possible doubt" about the "good faith and earnestness of our group" in wanting to preserve clears and get increased power.

"It may very well be," said the CCBS counsel, "that NBC and Columbia have the point of view . . . of not being really interested in higher power and only wanting to preserve the status quo." But, he added, "please do not confuse us with those two networks. In the hearings before the Commission they were among our chief opponents."

Craven Plan

Of Commdr. Craven's plan to authorize four or five 1-B stations on each of the 1-A channels with directional antennas, Mr. Caldwell commented that "this may be an effective shotgun method to keep foreign poachers off our channels but, in our opinion, it is not an effective way to provide service in the U. S."

Another "defect" in Commdr. Craven's plan, he said, involves the "red tape and delays" in holding hearings and reaching decisions. They are such, he said, as to give other countries "every advantage in jumping on a channel which we advertise we are about to break down."

In regard to Sen. Wheeler's controversial S. Res. 294, Mr. Caldwell charged that it was introduced in the Senate on a Thursday and agreed to the following Monday while the Commission was in the midst of a proceeding to determine "practically the same issues that are before the committee today."

Contrary to Sen. Wheeler's statement, Mr. Caldwell said, the resolution was "never referred to this committee nor was it ever approved by this committee." In fact, he added, "most of the industry did not even know about the resolution until the trade press reported its adoption."

At the time the resolution was enacted, according to Mr. Caldwell, Sen. Wheeler "stated without qualification" that the resolution "was not intended as a direction to the Commission in respect to permits theretofore granted and was not intended to affect any proceedings then pending before the Commission."

Sen. Wheeler "now seems to assert," said Mr. Caldwell, that his "principal reason" was because of complaints by stations against WLW Cincinnati and he also asserts that the FCC's reason for forcing WLW to reduce power from 500 kw was, at least in part, because of this resolution and that it was his intention from the very start.

Sen. Wheeler's remarks on the attitudes of former FCC chairmen, according to Mr. Caldwell, amounted to the fact that in the midst of FCC hearings on these issues, "one or another of the judges in the case has assured Sen. Wheeler that he was going to decide the case against the group I represent."

"How are cases heard by federal administrative agencies ever going to be decided on their merits if such commitments are sought and secured?" asked the CCBS counsel. "I am confident, however, that the present Commission will decide the issues on the evidence and the law," he added.

LONG PARADE of witnesses draws to end as clear channel spokesmen furnish rebuttals before Senate committee. International ramifications are manifested. Continuity of charges and counter-charges maintained throughout entire Johnson Bill hearings marked the final week.

To Sen. Wheeler's charges that CCBS contentions were "sheer nonsense" or "hocum," Mr. Caldwell answered that "he (Sen. Wheeler) never produced any facts to back up his statements" and has "obviously confused the issues."

Mr. Caldwell said he would accept the statement that Sen. Wheeler was "not employed by anybody" and appeared for himself but, he added, "he is just as much under an obligation as the rest of us to reveal any interests which

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LIQUOR AD BANS

Bills Draw Fire at Capitol

LEGISLATION to prohibit or regulate advertising of alcoholic beverages on the air and in the press was termed "impossible to interpret or enforce" by opposition witnesses at hearings before the Senate Interstate Commerce Committee last Wednesday and Thursday.

A parade of almost 50 opposition witnesses representing advertisers, advertising agencies, distillers, publishers, labor and consumers, described the bills under consideration as "dangerous, unwise, discriminatory, punitive and a step toward prohibition."

Three separate measures are under consideration by the committee [BROADCASTING, April 19]. The most stringent of these is S-265 by Sen. Arthur Capper (R-Kan.) which would completely outlaw all liquor and beer advertising. This was debated at hearings last May and was found by the committee to be "impracticable."

The other two measures were then drafted at the committee's request as more moderate substitute measures, but to serve a similar purpose. S-2352, introduced by Sen. Clyde M. Reed (R-Kan.) for himself and Sen. Edwin Johnson (D-Col.), provides that an advertisement would be termed misleading if it stated that a beverage (1) is beneficial to health, (2) will increase social or business standing or (3) is traditional in American family life.

Johnson-Reed Bill

The third bill, S-2365, written by Sen. Johnson for himself and Sen. Reed, would limit the illustrative or verbal descriptive matter of a liquor advertisement only to a "facsimile of the bottle, container, and label of such beverage." Both of the latter two bills would transfer control over the supervision of liquor advertising from the Alcohol Tax Unit of the Treasury Dept. to the FTC.

Among the outstanding charges made against the measures were these:

- S-2352 would establish standards imposible of interpretation.
- S-2352 would be impossible of enforcement except by imposition of arbitrary standards.
- Enactment of such laws would establish dangerous precedent which could easily lead to censorship of editorial and news articles in a like manner.
- Passage would cause a drop in employment and income in radio, publishing, advertising, distilling and related fields.

George S. McMillan of Bristol-Myers Co., appearing as chairman of the Government Relations Committee, Assn. of National Advertisers, said he was opposed to all three bills in principle because they embody legislation "of widespread implications far beyond the scope of the manufacture, sale and advertising of alcoholic beverages."

The American public, said Mr. McMillan, has to be the final arbiter of good taste, which cannot be regulated by law. Let the industry itself clean up bad advertising, he suggested.

The Bristol-Myers executive said he was "in the dark" as to whether advocates of the bill seek curtailment of advertising or repeal of the 21st Amendment. He warned that enactment would set a "dangerous precedent" and it would then be only a "short step" to spelling out what can be said in advertising of food, drugs, etc. and "even political candidates."

R. L. Scheidker, vice president of AAAA, appearing for President Frederic R. Gamble, termed the bill "unsound in principle and discriminatory."

Advertising, he pointed out, is an "integral and inseparable part of the American system," and any attempt to prohibit it with Federal laws is "unwise and dangerous."

Interpretation of S-2352 would be "extremely difficult," Mr. Scheidker said, since the questions arising must involve "arbitrary personal and emotional judgement."

John D. Sullivan, general coun-

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XUM

TV APPLICATIONS

Seven More Bring Total to 212

REQUESTS for seven new commercial television stations were filed last week with FCC to boost the number of pending applications to a total of 212. Four of the new applicants have other broadcast interests.

A new corporation, Aladdin Television Inc., seeking Channel 9 (186-192 mc) with effective radiated power of 31.6 kw visual and 15.8 kw aural at Denver, is headed by a group identified in ownership of Fox Inter - Mountain Theatres Inc., Denver.

VIDEO PARADE
On air: 21
Licensed: 7
CP's: 86
Pending: 212

Second Denver applicant is Daniels & Fisher Stores Co., department store operator, seeking Channel 5 (76-82 mc) with 17.7 kw visual and 9.1 kw aural.

Maryland Broadcasting Co., whose application for Channel 6 (82-88 mc) at Baltimore was dismissed by FCC under its new policy of requiring separate rule-making whenever TV allocation changes are proposed [BROADCASTING, March 29, April 12], last week petitioned the Commission for reconsideration and grant of its request or in alternative to institute a rule-making proceeding. Channel 6 is not assigned to the area.

Maryland Broadcasting, licensee of WITH Baltimore, seeks power of 1.702 kw visual and 0.851 kw aural. Monumental Radio Co., operator of WCAO that city, also had its Channel 6 application dismissed. All three allocated Baltimore channels have been assigned.

The new applicants, facilities requested, and ownership data, include:

Denver, Col.—Aladdin Television Inc., Channel 9 (186-192 mc), 31.6 kw visual, 15.8 kw aural. Initial cost $261,824, first year operating expenses $100,000, revenue $50,000. Ownership: Harry B. Huffman, district manager Fox Denver Theatres and director Fox Inter-Mountain Theatres Inc. since 1935, president and 48.4% owner; Frank H. Ricketson Jr., president Fox Inter-Mountain, treasurer 48.4%, and Albert J. Gould, Denver attorney and secretary of Fox Inter-Mountain, secretary 3.2%. Mr. Huffman and his wife also own 66-2/3% of Winters-Huffman Drug Co., Denver.

Denver, Col.—Daniels & Fisher Stores Co., Channel 5 (76-82 mc) 17.7 kw visual, 9.1 kw aural. Initial cost $219,075, first year $180,000, revenue not determined.

Portland, Me.—Guy Gannett Broadcasting Services, Channel 8 (180-186 mc), 27.49 kw visual, 13.75 kw aural, antenna 525 ft. Initial cost $163,845, first year unknown, revenue unknown. Applicant is owner of WGAN and WGAN-FM Portland and WGUY and WGUY-FM Bangor, Me. Guy P. Gannett, president, is also president of Guy Gannett Pub. Co.

San Antonio, Tex.—Express Pub. Co., Channel 7 (174-180 mc), 26.84 kw visual, 13.12 kw aural, antenna 342.8 ft. Initial cost $424,690, first year $121,500, revenue $75,000. Applicant owns KYFM (FM) San Antonio and publishes the San Antonio News and Express.

St. Joseph, Mo.—KFEQ Inc., Channel 13 (210-216 mc), 2.33 kw visual, 1.17 kw aural, antenna 612.8 ft. Initial cost $195,829, first year $60,240, revenue $36,400. Applicant is owner and operator of KFEQ St. Joseph and permittee of KFEQ-FM. The News Corporation, St. Joseph, owns 43% of KFEQ Inc.

Syracuse, N. Y.—WAGE Inc., Channel 10 (192-198 mc), 30 kw visual, 15 kw aural, antenna 464 ft. Initial cost $219,852, first year $89,000, revenue $45,000. Applicant is licensee of WAGE Syracuse and operates WAGE-FM Syracuse on special temporary authority.

Approval of WTVJ Stock Shift Asked

APPROVAL to ownership reorganization of television station WTVJ Miami is sought in an application filed with FCC last week. Transfer of control of Southern Radio and Television Equipment Co., permittee, is requested from Robert G. Venn to Wolfson-Meyer Theatre Corp. Transferee is to loan $200,000 to firm.

Authorized a year ago as first video outlet for Miami [BROADCASTING, March 17, 1947], WTVJ is assigned Channel 4 (66-72 mc) with effective radiated power of 1.57 kw visual and 0.786 kw aural.

Southern Radio originally had issued 50 shares common stock with Mr. Venn holding 33 shares (66%), Edward N. Claughton 16 shares and Edward J. Nelson one share. Messrs. Claughton and Nelson retire and are reimbursed for their investment. The firm's articles of incorporation are amended to recall present stock and in turn issue 1,000 shares Class A at $19.50 par to Wolfson-Meyer Theatre Corp. and 330 shares $1 par Class B stock. Of the Class B issue Mr. Venn takes 200 shares; Sidney Meyer, theatre firm vice president, and Mitchell Wolfson, theatre firm president, 35 shares each; and Zenia Meyer and Frances Wolfson, 30 shares each.

Theatre firm has agreed to loan station $200,000 for a period up to 20 years.

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NBC'S TV STUDIO 8-G CALLED 'MOST MODERN'

NBC's new studio 8-G in Radio City, New York, described by the network as "the world's most modern and best-equipped television studio," was officially opened April 22, with the regular weekly presentation of *The Swift Show*, 8:30-9 p.m.

Formerly used for NBC aural radio shows, 8-G has been completely remodeled for video production. It provides for the use of six NBC television cameras, equipped with the RCA image orthicon tube. Four-fifths of the heating requirements formerly necessary have been eliminated in 8-G, NBC said.

Conversion of the studio to video use involved the installation of 500 miles of wire, more than two miles of coaxial cable, 52 tons of refrigeration equipment and "enough light, heat, power and air-conditioning to supply a village of 100 average-sized homes," according to O. B. Hanson, NBC vice president and engineer who supervised the changeover.

Up to four separate video shows can be presented in direct succession from this single studio, he said. More durable rigging is expected to permit the use of heavier and more realistic sets than NBC has used heretofore. Studio 8-G is about three times the size of 3-H, out of which NBC television has been operating since 1935.

BMB Plans Study Of Video Research

BROADCAST Measurement Bureau's new television committee last week began exploration of video research at its first meeting in New York.

A subcommittee will be appointed, it was announced, to consider means of determining television set ownership, statistics on which are at present indefinite. The television committee decided that television families ought to be estimated frequently during the rapid expansion of the medium and that separate reports ought to be made on television in public places.

Another subcommittee to consider the method of financing BMB television research also will be appointed.

Those who have accepted appointments to the television committee are: William Fay, WHAM Rochester, and Paul Mowry, ABC, appointed by NAB to represent broadcasters; William Forbes, of Young & Rubicam, and Howard Reilly, J. Walter Thompson Co., appointed by AAAA to represent advertising agencies; and Charles Durban, U. S. Rubber Co., Carl Plehaty Jr., Standard Brands, and Craig Smith, Gillette Safety Razor Co., appointed by ANA to represent advertisers.

Drawn for BROADCASTING by Sid Hix

"I've never seen a city with so many beer parlors before!"

XUM

Radiorama

MEASUREMENTS by Minneapolis Mayor Hubert Humphrey (l) and Acting St. Paul Mayor Fred Truax (r) show KSTP's new video tower exactly straddles Twin Cities' boundary. Station referees (l to r) are Stanley E. Hubbard, president, and John Fricker, technical adviser. T-Day is April 26.

WBML Macon, Ga., "Ham and Egg Show" to encourage better production of the foods, has tempting backdrop. Show principals (l to r) are H. S. Goodrich, engineer; R. B. White, ABC special events director; O. S. O'Neil, originator of idea; two winners; J. P. Carmichael, U. of Georgia.

CBS "Housewives Protective League" is bought by independently-owned KIRO Seattle. Sealing deal (l to r) J. Kelly Smith, CBS station relations director; Saul Haas, KIRO president; Howard S. Meighan, CBS v.p.

RADIO and video prospects are discussed at City College of New York Radio and Business Conference by (l to r) Robert A. Schmid, MBS v.p.; Fred Allen, NBC comedian; Noran Kersta, NBC TV head; Gordon Mills, Kudner Agency radio manager.

"I RODE in on my 'records'," said newly-elected Des Moines City Commissioner M. J. Bennett (r), who is also KSO disc jockey on "MJB Show." Man with the mike is Tom Lewis of KSO.

WINNER of WIZE Springfield, Ohio, "Man on the Street" letter contest is Verne Rust (l). Others (l to r) Harry Heath, contest sponsor; Bill Walsh, m. c.; Hooner J. Socker, station hillbilly.

WPIX (TV) New York television set ownership survey is discussed by (l to r) Howard Reilly, J. Walter Thompson Co. TV head; Anne Wright, of JWT radio and television department; and B. O. Sullivan, WPIX commercial manager.

SPORTSCASTERS Mal Wyman and Paul Coburn (rear, l to r) like Intermountain Network baseball contract, inspected by Sales Manager Lynn Meyer and Vic Bell, Gilham Advertising Agency. Utah Oil and Utah Power & Light are sponsors.

ITALIAN war brides and children are welcomed to WOV New York by Manager Ralph Weil (r) and Program Director Arnold Hartley. Brides were among over 300 who recorded discs sent to families in Italy at WOV's expense.

TOM BROWN (l), president of the Assn. of National Advertisers, Radio Council, discusses advertising with Stanley Clark, Sterling Drug, before the ANA meeting in Chicago.

EAVESDROPPING on women's plans for NAB convention is Jack Bailey, MBS m. c. Representatives of Southern California Broadcasters Assn. are (l to r): Martha Gaston, KFOX Long Beach; Jane Alvies, SCBA; Norma Young, Don Lee; Ethel Bell Mack, SCBA; Helen Murray Hill, NBC; Nancy Holme, CBS.

OKLAHOMA Governor Roy J. Turner (l) congratulates Neal Barrett, general manager of KTOW Oklahoma City, on opening of the new station, and on his return to radio after an absence.

XUM

NAB'S CONVENTION HOME

Stevens, Chicago Selected

By J. FRANK BEATTY

NAB has acquired a permanent home for its annual convention—the Stevens Hotel, Chicago.

After bouncing around the country for 2½ decades and trying out various dates, the association has settled down to a mid-April meeting. The 1948 Los Angeles convention, May 17-21, marks another permanent policy—two-phase conventions consisting of separate management and engineering conferences.

Carrying out mandate of the Board of Directors [BROADCASTING, March 1], Howard Lane, WJJD Chicago, signed agreements Thursday for the 1949, 1950 and 1951 conventions. As chairman of the board's Convention Sites and Policy Committee, Mr. Lane made arrangements with Hilton Hotels Inc., operator of Stevens, for the three years.

The 1949 convention will be held at the Stevens April 8-13. A new split-week timing is planned for future meetings, with engineers meeting on Friday and Saturday, and managers convening the following Monday.

Convention Agenda

Expansion of the management meeting to three days as against the two-day agenda slated for a tryout at Los Angeles, may develop with the 1949 meeting. The Hilton contracts cover Friday through Wednesday.

The week of April 14-19, also Friday through Wednesday, has been optioned for 1950 and the week of April 16 for 1951 and subsequent industry conventions.

NAB's contract provides for the entire exhibit facilities of the Stevens, and more than 1,000 rooms at the Stevens and Palmer House, also Hilton-operated.

C. E. Arney Jr., NAB secretary-treasurer, along with Mr. Lane, conferred Wednesday and Thursday with Robert Quain, Stevens manager, and Richard Collison, Hilton Hotels general sales manager. Mr. Arney left Thursday night for Los Angeles where he will operate the convention headquarters office in the Hotel Biltmore. Ella Nelson, his secretary, was due in Los Angeles this morning (Monday).

Two portions of the Los Angeles convention agenda remained to be filled as of Thursday night. Speaker has not been announced for the May 17 luncheon meeting, though arrangements are believed to be near completion. Members of the "Horizons Unlimited" panel Tuesday afternoon have not been announced. Five of the eight positions on the panel have been filled. Panel will cover the status and future of AM, FM, television and facsimile.

An important pre-convention development is slated Saturday, May 15, when three spokesmen for independent stations will face the NAB board with an appeal for two more seats around the 26-man table.

Two More Seats Asked

They will go to the industry convention armed to their oratorical teeth in an effort to show the board why they should have two more directors. But they have no idea of starting a rump movement, judging by the present sentiment.

Instead they plan to get an industry vote on the idea, no matter what the board does. If the board turns them down, they claim they can quickly round up 5% of NAB members to sign a petition forcing the board to submit the two-director idea to the membership in a mail referendum.

The pre-convention plea of independent stations may set off a board-sponsored study into the shape that NAB will take as the industry goes through swift technical and numerical growth.

Obvious to NAB headquarters officials and broadcasters is the postwar trend toward a functional type of association. This trend developed at the 1946 Chicago convention. It was effectuated last summer when members voted overwhelmingly in favor of rewritten by-laws.

Thus far there is no indication that any plan for a sweeping reorganization of NAB will be offered at Los Angeles.

Intercepted in an effort to force a referendum, the independents agreed to lay their case before the retiring board. Appearing before the board will be Ted Cott, vice president of WNEW New York; Ben Strouse, general manager of WWDC Washington, and Arthur F. Harre, general manager of WJJD Chicago.

Petition Withdrawn

Petition to get signatures of 5% of NAB members was sent out early this month by Mr. Cott [BROADCASTING, April 5]. He withdrew it when NAB President Justin Miller promised a board hearing next month. He had received almost the necessary 5% in a few days, he said.

Mr. Strouse sent out a similar petition in NAB District 4 (Va., D. C., N. C., S. C., W. Va.). He, too, agreed to withdraw his petition. He had 50 favorable replies.

Messrs. Cott and Strouse were members of an independent committee named last fall by Judge Miller to suggest changes in the NAB Standards of Practice. Many of the committee's proposals were adopted. As a result, they claim the document is now satisfactory to a large share of independent stations, and they predict it will get membership sanction at Los Angeles.

Pointing to benefits an independent role in NAB affairs will provide, they cite changes in commercial time limits of the code which now recognize that independents do not have "chain breaks." The code changes were done in an orderly way, they remind, in noting that the independent membership is becoming so large as new stations take the air that any attempt to ignore their interests might start some sort of a rump movement.

Election last week of Calvin J. Smith, KFAC Los Angeles, to the NAB board in a runoff vote adds an independent director. Other independents on the new board are

(Continued on page 60)

SMITH ELECTED

NAB District 16 Tie Broken

VICTOR in a special District 16 runoff election, Calvin J. Smith, manager of KFAC Los Angeles, joins the new NAB Board of Directors at its opening meeting May 19 during convention proceedings in Los Angeles.

Mr. Smith was winner in a special vote taken to settle a tie with Harry W. Witt, KNX Los Angeles, a CBS-owned station. KFAC is an independent. As in the case of the other recent district elections, the exact vote was not announced.

Of 82 ballots mailed to District 16 members, representing the Southern half of California, Arizona and New Mexico, 56 were returned. One ballot was rejected by Ernst & Ernst, auditing firm in charge of elections, because of faulty signature. In the previous election [BROADCASTING, April 5], 54 valid ballots had been cast.

Mr. Smith succeeds William B. Ryan, KFI Los Angeles, who was not a candidate for reelection. Mr. Smith has served on the board previously. He is a member of the Industry Music Committee and served on the special Independents committee that helped rewrite the Standards of Practice last autumn.

Members of the new board (directors for odd-numbered districts were elected last year and serve until 1949 convention) are:

★

District 1—Harold E. Fellows, WEEI Boston.

District 2—Michael R. Hanna, WHCU Ithaca, N. Y. (reelected).

District 3—George D. Coleman, WGBI Scranton, Pa.

District 4—Campbell Arnoux, WTAR Norfolk, Va. (reelected).

District 5—Henry P. Johnston, WSGN Birmingham.

District 6—Henry W. Slavick, WMC Memphis (succeeding Wiley P. Harris, WJDX Jackson, Miss.).

District 7—Gilmore N. Nunn, WLAP Lexington, Ky.

District 8—Harry Bannister, WWJ Detroit (succeeding C. Bruce McConnell, WISH Indianapolis).

District 9—Charles C. Caley, WMBD Peoria, Ill.

District 10—William B. Quarton, WMT Cedar Rapids, Iowa (succeeding John J. Gillin Jr., WOW Omaha).

District 11—John F. Meagher, KYSM Mankato, Minn.

District 12—Robert Enoch, KTOK Oklahoma City (succeeding William B. Way, KVOO Tulsa).

District 13—Clyde W. Rembert, KRLD Dallas.

District 14—Hugh B. Terry, KLZ Denver (reelected).

District 15—William B. Smullin, KIEM Eureka, Calif.

District 16—Calvin J. Smith, KFAC Los Angeles (succeeding William B. Ryan, KFI Los Angeles).

District 17—Harry R. Spence, KXRO Aberdeen, Wash.

DIRECTORS-AT-LARGE

Large Stations—Howard Lane, WJJD Chicago (reelected); Paul W. Morency, WTIC Hartford (reelected).

Medium Stations—T. A. M. Craven, WOL Washington (reelected); G. Richard Shafto, WIS Columbia, S. C. (reelected).

Small Stations—Clair R. McCollough, WGAL Lancaster (reelected); Edward Breen, KVFD Fort Dodge, Iowa (succeeding Robert T. Mason, WMRN Marion, Ohio).

FM Stations—Class A. Willard D. Egolf, WBCC-FM Bethesda, Md. (reelected); Class B, Everett L. Dillard, KOZY Kansas City (succeeding John Shepard 3d, WGTR-FM Boston).

NAB Golfers to Compete For 'Broadcasting's' Cup

SILVER trophy will be awarded the winner of the annual NAB Convention Golf Tournament sponsored by BROADCASTING magazine. The tournament will be held Wednesday (May 19) of convention week at California Country Club.

Because of the shortage of facilities at the club, entries will be limited to the first 40 who send notices to Maury Long, BROADCASTING, business manager. Blind bogey handicap system will be used. Other prizes will be awarded besides the silver trophy. Entrants are advised to bring their own clubs. Play will start at 9:30 a.m., to be followed by a 19th hole party.

XUM

LONE STAR CHAIN

Network Expands To 16 Stations

Mr. JONES Mr. HOUGH Mr. TAYLOR

THE LONE STAR Chain, a Texas network established in 1938 for seven stations, was enlarged to 16 stations April 15, it was announced by Harold Hough, radio director of Carter Publications Inc., operator of WBAP Fort Worth and Lone Star president. Mr. Hough stated that the enlargement was necessary in order to meet the growth and shift in population in the state.

Headquarters of the network are at the Taylor-Howe-Snowden offices in the Tower Bldg., Dallas, and Clyde Melville has been appointed managing director. Nationally, the 16 stations are now represented by Taylor-Howe-Snowden Sales or Free & Peters. Mr. Hough said that both these national organizations will take an active interest in servicing national accounts.

The new affiliates have all been signed to a two-year contract, Mr. Hough stated, and will be divided into five groups, of which one or more groups will be available as a package to advertisers. Advertisers will have the convenience of single billing for one group or any part of the chain facilities through a central clearinghouse, Mr. Hough continued, and the additional stations will enable wider coverage of the entire state.

The operating committee of the Lone Star Chain is composed of Mr. Hough; O. L. (Ted) Taylor, executive general manager, KGNC Amarillo, and Tilford Jones, president, KXYZ Houston.

Lone Star stations and groupings:

Central Texas Group—WBAP Fort Worth-Dallas, KXYZ Houston, KTSA San Antonio, KTBC Austin. North Texas Group—KGNC Amarillo, KFDX Wichita Falls, KFYO Lubbock. West Texas Group—KROD El Paso, KOSA Odessa, KWKC Abilene, KXTL San Angelo. Gulf Coast Group—KDFM Beaumont, KRGV Weslaco, KEYS Corpus Christi. East Texas Group—KTRE Lufkin, KTBB Tyler.

Elgin to Resume

ELGIN-AMERICAN division of the Illinois Watch Case Co., Elgin, Ill., on approximately Oct. 6 will resume sponsorship of *You Bet Your Life* on ABC stations. Contract is for 26 weeks. Agency: Weiss and Geller Inc.

U. S. SUGGESTS 1949 DATE FOR NARBA MEET

UNITED STATES has advanced Sept. 13, 1949 as next date of NARBA conference, contingent upon acceptance by other participating nations of proposed postponement, it was learned last week.

Another suggestion contained in official State Dept. notices dispatched to participating nations was that the temporary NARBA agreement reached March 28, 1947 be extended for 18 months.

The State Dept. agreed to the delay after conferences with the FCC and members of Congress who urged the action because of uncertain allocation conditions in United States at the present time [BROADCASTING, April 12]. It is felt in official quarters that no objections will be raised by other nations.

'FLYING SPOT' TUBE

RCA Development Simplifies Call Letter Presentation

TELECASTING of individual TV station call letters, test patterns or picture material from easily interchangeable film slides or opaque material is now possible, RCA announced April 17.

The improvement, which obviates the necessity of using studio equipment in presenting call letters or test patterns, was made possible through development of a new "Flying Spot" cathode-ray tube (RCA-5WP15), described by RCA Tube Dept. as "a source of intense, actinic energy for scanning slides or opaque material."

The new tube, five inches in diameter, reproduces pictures with the half-tone fidelity of photographic film, according to RCA. A new phosphor of unusual characteristics is used in the tube.

A future important application may be the high-quality transmission of motion pictures.

* * *

L. E. Swedlund, senior engineer in charge of projection tube development at RCA's Lancaster, Pa., plant, adjusts new "Flying Spot" tube in a video signal generator.

RRA INDEPENDENT

No NAB Connection, Spokesman Says

RADIO RELEASE ASSOC., New York, a proposed firm to operate as a checking agency determining uses how news matter distributed to women commentators is used, last week corroborated statements that it was not connected with the NAB or the Assn. of Women Broadcasters [BROADCASTING, April 19].

Nell Daugherty, WSTC Stamford, Conn., secretary of the AWB and president of Radio Release Assoc., said that the proposed company was an independent firm.

"The officers of Radio Release Assoc. . . . wish to corroborate the recent statement of the president and second vice president of the Assn. of Women Broadcasters that this company is not an official part of those associations," Mrs. Daugherty said.

"Such connection would be impossible inasmuch as RRA is a business devoted to the establishment of a closer working relationship between women broadcasters and advertising agencies and trade associations. An impression so created may obtain from the fact that the officers of Radio Release Assoc. and some members of its board of review are members of the Assn. of Women Broadcasters."

Officers of the proposed company are: President, Mrs. Daugherty; secretary, Mildred Bailey, WCOP Boston; treasurer, June Hynd Eliot, formerly of NBC. The organization's board of review consists of Mildred Carlson, WBZ Boston; Nancy Craig, ABC; Estella Karn, WNBC New York; Dorothy Kemble, Mutual; Alma Kitchell, WNBT New York; Helen Sioussat, CBS, and Frances Farmer Wilder, of Social Research Inc., Hollywood.

All are members of the AWB save Miss Carlson and Miss Wilder, the latter having retired as AWB president and relinquished her membership after leaving CBS for her present position.

New Net Is Formed By Texas Stations

KRLD, KTRH, KABC Members; Rembert Heads Group

A NEW NETWORK, composed of three 50 kw Texas stations, was formed April 22 in Dallas.

Attending the meeting at which organization plans for the Texas Broadcasting System were completed were representatives of the three stations, KRLD Dallas, KTRH Houston and KABC San Antonio, which now comprise the new network.

Mr. Rembert

Clyde W. Rembert, managing direcor of KRLD, was named general manager of the new network, which was formed, Mr. Rembert said, to provide better facilities in the Southwest for programs in the public interest and to better serve advertisers in the three major Texas markets it covers.

Station representatives attending the meeting were B. F. Orr and Ray Herndon, KTRH, Gene Cagle, Charles Jordan and Bill Michaels, KABC, W. A. Roberts and Mr. Rembert, KRLD.

RCA Would Exclude TV From Invalidation Suit

RCA last week asked the U. S. District Court, District of Delaware, to exclude television patents from the suit of Zenith Radio Corp. seeking to have RCA's radio patents invalidated. RCA contended Zenith executives have testified at FCC and Congressional hearings that the company does not and never will make black-and-white TV receivers for the present band.

In reply, Comdr. E. F. McDonald Jr., Zenith president, cited development of black-and-white receivers which will receive movie programs (Phonevision) as well as "free" television. He pointed out that he and other Zenith executives have frequently stated publicly and to RCA's president that Zenith has been developing and making black-and-white sets for many years. He said statements about Zenith's policy applied to mass-production TV sets and pointed out the company's sets are commercially acceptable.

XUM

The little ones do the work!

See those little tugs alongside that battleship? They may be small, but they're mighty powerful . . . powerful enough to shove that big ship around.

What are we trying to prove? That SIZE isn't everything.

Take radio stations, for example. Just because a station has big wattage doesn't make it the best buy. Not by a country mile! Here in Baltimore, WITH has proved it to some of the sharpest time buyers in America.

Sure there are larger stations in town! But WITH is the independent that delivers more listeners-per-dollar than any other station . . . bar none! That's right . . . *more listeners-per-dollar!*

If you buy time on *results*—not wattage—WITH is your best radio buy in Baltimore.

We say so. Advertisers say so. Time buyers say so.

So how about getting the full story from your Headley-Reed man?

W·I·T·H
AM Baltimore Maryland FM
Tom Tinsley, *President* • *Represented by* Headley-Reed

XUM

1-A DUPLICATION

FCC Views on Foreign Aspect

IN ANSWERS to questions posed by the Senate Interstate & Foreign Commerce Committee, FCC authorities last week indicated their views that duplication of some 1-A channels on a temporary basis has not limited U. S. rights to the frequencies, but that permanent duplication might raise a "different problem."

This question was a major point of dispute between clear-channel proponents and the advocates of duplication during more than two weeks of Senate committee hearings on the Johnson Bill (S-2231) to break down the clears and keep the power limit at 50 kw [BROADCASTING, April 12, 19; also see story page 26]. Spokesmen for the clears insisted that both maintenance of 1-A's and use of higher power are necessary to protect U. S. channel rights internationally. Their opponents argued that duplication would not imperil this country's rights.

★

Sen. Charles W. Tobey (R-N. H.), acting chairman of the Senate committee, in a letter, put the question to FCC Chairman Wayne Coy with specific reference to KOB Albuquerque's use of WJZ New York's 1-A channel, and WNYC New York's operation till 10 p.m. on WCCO Minneapolis' 1-A frequency. Pertinent portions of Mr. Coy's reply:

The U. S. has classified WBZ [Boston] as a 1-B station since KOB holds a license to operate nighttime on that frequency [1030 kc]. At the same time the classification of WJZ as a 1-A station has been retained despite the fact that KOB operates nighttime on the same frequency, because KOB's operation on that frequency is not pursuant to a regular license but is in accordance with the provisions of a Special Service Authorization. The Commission is of the opinion that under these circumstances the 1-A status for WJZ is justified.

It should be noted in this connection, however, that the Mexican Government has reported a station to operate on 770 kc which does not afford proper 1-A protection on that channel. This station was reported Nov. 24, 1947, and was scheduled to begin operation April 1, 1948. The Commission objected to this assignment on the grounds that it did not afford proper protection to a 1-A channel. This notification by the Mexican Government may indicate a disposition on the part of that Government to contest the continued reservation of the 770 channel as a 1-A channel.

. . . The Commission is of the opinion that the U. S. has lost no rights to the use of the frequency 830 kc [1-A channel on which WCCO is dominant] by reason of the operation of WNYC on a temporary basis pursuant to a Special Service Authorization during evening hours. However, a different problem would be presented in the event of a permanent assignment on that frequency. [Mr. Coy then cited a section of the North American Regional Broadcasting Agreement which provides that when a nation fails to use one of its clear channels in the manner or to the extent provided by the treaty, then the country "shall be considered as having relinquished that portion of the rights which it has not used . . ."]

Sen. Tobey's letter raised 24 questions on which he felt FCC could contribute to the committee's study of the Johnson Bill without committing the Commission "with respect to a policy matter." He recognized FCC's position that the pendency of its own clear-channel decision—being held up on committee instruction—made it inappropriate for the Commission to offer testimony on the bill. But, he said, committeemen have "questioned the absence of testimony from the government's own expert agency," and some felt they should have "the benefit of the views of the Commission on controversial points."

Mr. Coy's reply noted that with respect to some questions "we have not found it possible to make as complete an answer as we would have liked since they involve qualitative or policy decisions which are the subject matter of the clear-channel hearing." He said Sen. Tobey's request for the answers by last Monday made it impossible to submit them in advance to the other Commissioners.

Among the answers were the following (wherever stations, frequencies, powers, or other specific circumstances are mentioned, this specific information had been requested in Sen. Tobey's letter):

1. "The operation of a station non-directionally employing very high power does make it more difficult to add other stations on that channel without causing interference than if low-power stations only operated on the channel. However, one or more additional stations could operate on such channel nighttime even if a very high-power station operated on the channel if such other station or stations employed appropriate directional antennas. Of course, in such circumstances the additional stations would render no skywave service."

2. "If operated with 750 kw and an appropriate directional antenna on 700 kc, WLW at Cincinnati need not seriously interfere with the present 50-kw operation of WOR on 710 kc at New York City. Non-directional operation of WLW with 750 kw would probably cause severe interference but it must be pointed out that the interference effects of adjacent-channel skywaves are in dispute by engineering experts . . . During daytime, there would be no interference" between

(Continued on page 60)

WSIX builds volume

Makers of bath and laundry soaps, like many great American businesses, depend on mass markets and high volume for continued success. And a number of **soap manufacturers** have used WSIX continuously for two, three and four years or more. Obviously, they have found WSIX builds volume in Nashville's 51-county retail trade area. Plan now to see how WSIX can help your sales picture. Ask your nearest Katz representative for further facts and figures about WSIX.

5000 WATTS • 980 KC
ABC AFFILIATE

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

And WSIX-FM 65,000 W. 97.5 MC

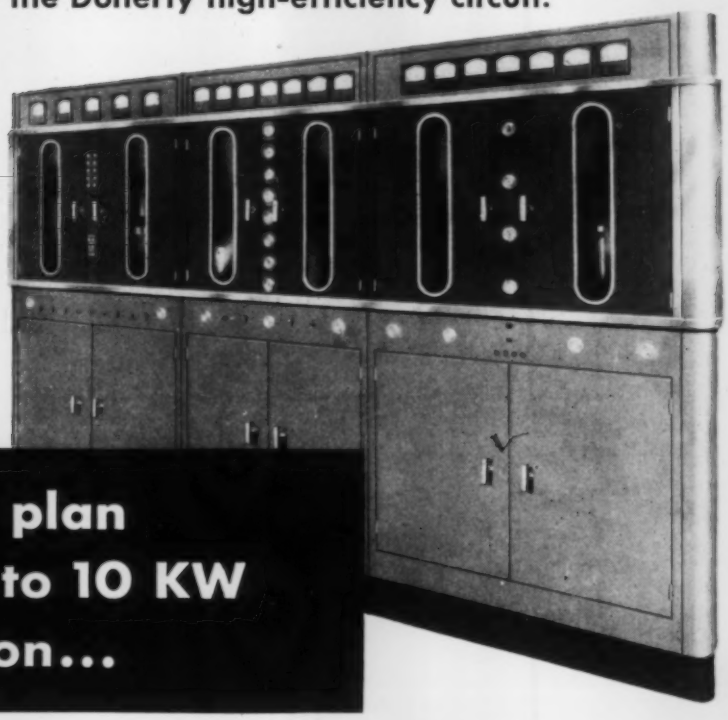
WSIX gives you all three: Market, Coverage, Economy

Ready to Arrowhead

GEORGE E. REEDY, newsman sponsored on WOL Washington by Peter Paul Inc. (Mounds), has joined Arrowhead Network in charge of its Washington news bureau. Arrowhead will have offices in the National Press Bldg. Mr. Reedy is a member of the House and Senate Radio Galleries. Arrowhead key station will be WISC Madison, Wis., soon to take the air. Five other Minnesota and Wisconsin outlets are members of the network.

If you want a 5 KW AM Transmitter right away...

. . . you can get immediate shipment from stock on the famous Western Electric 405B-2 utilizing the Doherty high-efficiency circuit.



If you plan to step up to 10 KW later on...

. . . you can order a complete conversion kit for change-over in the field. Kits are available also to present users of the 405B-1 and 405B-2.

AUXILIARY EQUIPMENT FOR USE WITH THE 405B-2 5 KW TRANSMITTER

33C ANTENNA CONTROL UNIT

Identical in styling with the 405B-2 Transmitter, the 33C controls, under power, the relative magnitude and phase relation of the element currents in a two-tower antenna system. 34A Antenna Phase Control Units may be added for control of a larger number of towers.

CONTROL DESK

Incorporates volume indicator panel, monitor amplifier, meter panel, audio line and announce control panel, power switch panels for controlling transmitter circuits.

When you buy a Western Electric 405B-2 5 kw AM Transmitter, you get these outstanding advantages:

The Doherty *high-efficiency* circuit permits attainment of *extremely low* noise, harmonic distortion and intermodulation distortion. The negligible carrier shift assures full utilization of assigned carrier power.

With low level modulation, no damage will result if the transmitter should be heavily overmodulated with either interrupted or continuous tone at any audio frequency, *even for extended periods.*

Compact design permits installation in relatively small space. Modern styling harmonizes with any architectural treatment.

You get these—and many other features—when you buy a 405B-2. And . . . you can get one *without waiting*—convert it later to 10 kw if you step up your power! For full information, call your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

Western Electric

—QUALITY COUNTS—

Distributed by GraybaR — OFFICES IN 92 PRINCIPAL CITIES

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company.
IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

XUM

"Radio threatens more and more to become little Hoagy's big job. Reason: for the first time a wide public has realized that Carmichael is not only a great songsmith but also an extraordinarily tasteful, idiomatic jazz singer." TIME

How pure can you get?

"Pretty close to pure radio" is what the Herald Tribune's John Crosby calls the Hoagy Carmichael show.

A "natural" in Radio doesn't have to holler to be heard... but speaks directly and intimately to "people in their parlors."

And that's what the Carmichael show does – easily, expertly. Hoagy's lazy, effortless singing and good-humored, off-the-cuff comment make the kind of Radio that keeps listeners coming back for more. And it gives those listeners a chance to meet, in their parlors, one of the great show-business figures of our time.

If you did your courting to the tune of "Stardust," you know there's hardly a piano in the land without a Carmichael-composed hit on the music-rack, nor a phonograph without its stack of Carmichael records.

If you're a movie-goer, you've probably helped applaud his show-stopping performances many times.

If you follow the best-seller book lists, you know he scored there, too... with "The Stardust Trail."

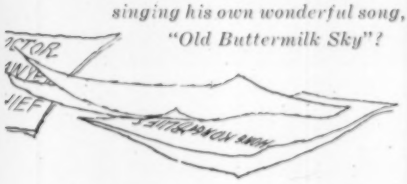
And most important... if you're a Radio listener, or an advertiser looking for a stand-out personality in a big-time show... you know that Hoagy Carmichael delivers one of the most entertaining fifteen minutes in all Radio... every Saturday night on CBS.

Here *all* the tremendous Carmichael following can gather... both movie-fans *and* music-lovers. And that's pretty close to a perfect set-up for an advertiser who wants to reach a lot of people, in their parlors.

A CBS PACKAGE PROGRAM

"A successful one. Gets wads of fan mail from both bobby and nylon soxers."
SATURDAY EVENING POST

Remember the fellow who ran away with the picture "Canyon Passage," singing his own wonderful song, "Old Buttermilk Sky"?



Hoagy's averaged 4 song hits a year for the past fifteen years, with record and sheet-music sales in the multi-millions.

BUS FM GROWS

More Cities Showing Interest

VISIONS of cross-country radio-busses are in evidence as a nation-wide trend to provide bus and trolley riders new avenues of radio entertainment continues to gain momentum.

Increased public interest and consistently favorable reaction to tests are being manifested in the nation's major cities. Transit and radio circles also are keenly interested.

Basic indicators in the infant enterprise include:

- Successful conclusion of negotiations to provide radio fare for passengers of the local transit system in a third U. S. city, Wilkes-Barre, Pa.
- Approaching endorsement of radio routes in the nation's capital and near-contract activities in a number of other cities where tests have been made.
- Wiring of dozens of new busses in another major city, Portland, Ore., in anticipation of FM installation.
- Consideration of FM installation by a large coast-to-coast bus line.

Richard C. Crisler, executive vice president of Transit Radio Inc., prime-mover in the new venture, told BROADCASTING that tri-cornered negotiations were successfully completed April 15 for immediate installation of FM transit radios in 100 vehicles in Wilkes-Barre, Pa. Installation will be completed within three weeks. The majority of transit vehicles in which FM equipment will be installed are motor busses. The remaining 50 public transportation vehicles of the Wilkes-Barre Transit Corp. may be equipped at a later date, Mr. Crisler said.

Wilkes-Barre Principals

Principals in the contract negotiations were Mr. Crisler, H. B. Schooley, president of the transit firm, and Richard G. Evans, president of Scranton-Wilkes-Barre-Pittston Broadcasting Co., licensee of FM station WIZZ.

WIZZ, operating on Channel 277 (103.3 mc) with 2.5 kw, will furnish passengers a balanced fare of music, news, weather reports and other entertainment under the agreement. A number of advertisers reportedly are seeking "air space" for the bus broadcasts.

Although Mr. Crisler declined to reveal specific provisions of the 5-year contract, it is said to contain provisions of previous contracts which call for purchase of receivers by the station through Transit Radio from Electronics Research Inc., Evansville, Ind. Transit Radio installs and maintains the sets. Sets are permanently tuned to the FM station's frequency.

The FM station sells "air space" to advertisers. Strong efforts are made to insure only 20-second spot commercials at reasonably spaced intervals. The transit firm for allowing installation receives from Transit Radio payments on a sliding scale for each installation.

Although flexible, the minimum for one bus for the first year is about $2, rising to about $5 or $6 for the fifth year. The contract also appoints Transit Radio exclusive national advertising representative for sale of radio time.

Two Precede Wilkes-Barre

Two cities, Cincinnati and Covington, preceded Wilkes-Barre in adoption of the radio innovation [BROADCASTING, April 5]. Installations are under way in 300 of the 400 busses and trolley cars of the Cincinnati Street Railway Co., following completion of negotiations March 30 with Transit Radio and WCTS Cincinnati (the FM affiliate of WKRC, *Times-Star* station). A total of 120 of the 150 vehicles owned by the Cincinnati, Newport and Covington Railway Co., known locally as the Green Line, will be equipped with FM transit receivers. The Green Line, which serves the Northern Kentucky-Cincinnati metropolitan area, will receive broadcasts from WCTS also.

Negotiations in the nation's capital between WWDC-FM, the Capital Transit Co. and Transit Radio, are now in "the contract-drawing

(Continued on page 70)

Polka-Minded Voters

CITIZENS of Scribner, Neb., evidently follow the itinerary of the WNAX Yankton, S. D., Bohemian Band more closely than that of a presidential candidate. Making an unscheduled stop recently in the Nebraska town, Republican Candidate Harold Stassen, his staff and 10 reporters went to Addie and Carrie's cafe for kolatchy and coffee. Mrs. Addie Legband asked Mr. Stassen, "Who are you, the band?" He admitted he and his party were not the South Dakota polka orchestra which was to play in Scribner that night.

FOR PURE ENJOYMENT*

There's real satisfaction in making up a list for a certain territory and knowing you've made the choices that mean sales for the client.

That's why adding the name of **WHHM** to any list in the Memphis territory is pure enjoyment—the enjoyment that comes with a job well done . . . and the enjoyment of knowing that your client is sales-bound for results when the spots or programs are scheduled for **WHHM** . . . The station that delivers . . .

MORE LISTENERS PER DOLLAR IN MEMPHIS!

WHHM

Independent but not Aloof!

MEMPHIS, TENNESSEE

PATT McDONALD, general manager

FORJOE & CO., representatives

* Welch's jams, jellies and preserves

XUM

A New High for Chicagoland Television

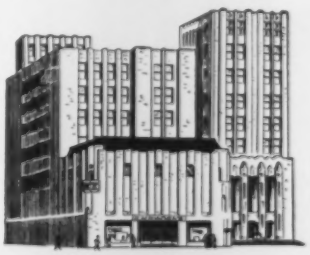
- The full schedule of home games of the Chicago White Sox *exclusively* on WGN-TV directly from Comiskey Park.
- All the home games of the Chicago Cubs from Wrigley Field.
- 21 *night* games of the White Sox.
- All brought to Chicago televiewers with the newest and finest television equipment including the new Zoomar lens.
- And a play by play description by WGN's own **Jack Brickhouse.**

WGN-TV

CHICAGO, ILLINOIS

CHANNEL 9

186-192 MEGACYCLES



New home of WGN, WGN-TV and WGNB(FM)... now under construction

XUM

RADIO WEEK

Committees Are Named For November Event

NATIONAL Radio Week, 1948 model, got away to a flying start last Thursday when the joint NAB-Radio Manufacturers Assn. arrangements committee approved an operating setup for the Nov. 14-20 event.

Two committees were named to operate under W. B. McGill, advertising manager of Westinghouse Radio Stations Inc. and chairman of the overall joint arrangements committee.

Named chairman of a committee to plan the 1948 Voice of Democracy contest among high schools was Robert K. Richards, NAB Director of Public Relations. The 1947 contest, with the U. S. Junior Chamber of Commerce participating, drew thousands of entries in all parts of the nation and was successful beyond expectation. It will be repeated this year on a much larger scale.

Serving with Mr. Richards on the committee will be Robert H. Richards, of the Junior Chamber; James D. Secrest, RMA director of publications; Kerry Smith, U. S. Office of Education; James Dawson, NAB information executive; Hugh M. P. Higgins, NAB assistant director of broadcast advertising.

A second committee, headed by Kenneth W. Sickinger, Stewart-Warner Corp., will direct the Radio in Every Room—Radio for Everyone campaign. Serving on the committee will be E. P. J. Shurick, Free & Peters; Herbert L. Guenin Jr., RCA Victor; Joseph Creamer, promotion manager of WOR New York, and Mr. Higgins.

Louis Hausman, CBS associate director of promotion and advertising, will serve as promotion consultant to the joint Radio Week committee.

Every association connected in any way with the production, operation and sale of broadcasting receivers as well as broadcasting stations will be invited to take part in the November week. Included will be public utilities and other related groups.

The joint committee met Thursday noon at the Willard Hotel, Washington. Present were Simon O. Lesser, Office of Education, and Messrs. Guenin, Sickinger, Hausman, Higgins, Dawson, Robert K. Richards, Shurick, Secrest and McGill.

ABC AMPEX PICKUP

Network Uses Tape Recorder For Delayed Broadcast

NETWORK programs were picked up directly from a tape recorder when ABC put its daylight saving rebroadcast plan into operation Sunday morning. [See story page 24.]

The machine used was the Ampex magnetic tape recorder, which was demonstrated for newsmen in the ABC board room in New York last Wednesday. Manufactured by the Ampex Corp., San Carlos, Calif., the recorder was described by Mark Woods, ABC president, as "the greatest development in sound reproduction in the history of radio."

The Ampex has been used for more than a year in producing the Bing Crosby show, heard Wednesday nights on ABC.

One feature of the Ampex recorder is almost instantaneous playback while the machine is recording—the lag between pickup and playback was estimated at 1/25th second. The iron-oxide coated Scotch tape used can be spliced for editing purposes in a matter of seconds. The tape can be "erased," i.e., demagnetized for reuse by throwing a switch.

The Ampex machines cost about $4,000 each.

Roundtable on TV At AAW June Meet

ROUNDTABLE of six television spokesmen from New York and Hollywood will discuss television as an advertising medium as a feature of the 45th annual convention of Advertising Assn. of the West to be held June 13-17 in Sacramento.

Two speakers chosen so far are Charles Barry, ABC (New York) vice president in charge of television and programming, and Klaus Landsberg, general manager of television station KTLA Los Angeles.

Mal Boyd, head of Mal Boyd and Assoc., radio exploitation firm, is chairman of roundtable. Assisting him on special committee are Robert J. McAndrews, Young and Rubicam Hollywood promotion manager; C. Burt Oliver, manager of Hollywood office, Foote, Cone & Belding, and John Kemp, manager, *Hollywood Shopping News*.

More than 1,200 advertisers and advertising agency representatives from 11 western states and western Canada are expected to attend the convention.

TO GET ON TOP
AND STAY THERE
is Something!
With the NBC Parade of Stars, and the top local shows, too, that's exactly where WIOD stands in this market. That's why WIOD is the station most people listen to most! (See the Miami Fall-Winter Hooper report.)
WIOD
FIRST IN MIAMI
National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

MEDIUM LEADS

Savings Bond Promotion Hits $20,000,000

THE RADIO INDUSTRY is by far the leading promotion contributor to the Treasury Dept.'s savings bond program, it has been indicated by a representative of that agency. Radio is credited with an annual time and talent tally of some $20,000,000.

The estimate preceded an open letter last week by Secretary of the Treasury Snyder thanking all media for their support of the current Security Loan drive to curb inflation. The campaign began April 15 and runs through June 30 [BROADCASTING, Feb. 16].

The Treasury spokesman, who said radio's "investment" equals the combined totals for newspapers and magazines, set a figure of $16,000,000 for broadcast time and $4,000,000 for talent per year. Half of this talent figure, or $2,000,000 it was pointed out, represents efforts on the part of American Federation of Musicians' members and delegated to the bond cause by AFM President James C. Petrillo.

Another Treasury release stated that the musicians' union of Massachusetts had purchased $200,000 in bonds on the opening day of the drive.

The entire Savings Bond Division radio unit operation costs U. S. taxpayers but $125,000 per year, it was pointed out. Such a typical operation explains why it costs but a fraction of a penny to sell each dollar in bonds, the spokesman said.

Secretary Snyder in his announcement stated:

I want to express my sincere appreciation to all advertising media and to the retail and industrial advertisers of the nation for their support in opening the important Security Loan bond-selling drive.

This is the kind of team-work between magazines, newspapers, radio networks and stations and outdoor advertising companies and their public spirited advertisers that will put this campaign over with little cost to the Government.

We believe upwards of $12,500,000 in measurable advertising will be sponsored and contributed during the drive, and this figure does not include the cost of the promotional work by the motion picture industry, television and other media.

Comparable in most every respect to the extensive campaigning for bond sales during the war years, broadcasters have continued a consistent promotional barrage up to the present Security Drive, Treasury indicated. Some 15 top flight network shows, several running a year or more, have been aired each week among the four major networks. As of April 7 a total of 2,131 operating AM and FM stations were ordering Treasury's special *Guest Star Parade* disc series. This is 98% of the stations on the air, Treasury stated. It was added some video outlets during the day have been using the transcriptions as aural accompaniment to their test pattern transmissions.

STEWART-WARNER Corp., in its 42nd annual report from James S. Knowlson, president and board chairman, reports a sales mark of $76,930,304 for 1947—a 30.6% increase over 1946—and net earnings of $1.88 a share.

XUM

replace tubes in a matter of seconds!

. . . in the Westinghouse 3 Kw FM Transmitter

To replace tubes in this transmitter takes only seconds.

That's because all tubes are accessible from the *front* of the transmitter. Spare rectifier, driver and power amplifier tubes are stored in the upper right-hand compartment, directly behind the lift-type glass panel. In fact, a complete set of spares is furnished, one for each tube used. And all are standard design . . . no specials.

Furthermore, because of the "pulse-counting" center frequency control circuit, tube selection is unnecessary. With this exclusive Westinghouse feature, any tube will work that registers "good".

Operation is simplified in other ways, too. All major tuning controls are centralized in the front panel. At eye level are six large-faced, 270° meters, making it easy to check all major circuits simultaneously.

These and other refinements—found only in Westinghouse FM transmitters—are the important little things that forestall obsolescence and protect your investment; that cut your installation costs, simplify maintenance and keep you on the air.

Your Westinghouse salesman can show you how these benefits add up to your own profit. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

Here are more of these advantages!

- **easiest in the industry to inspect and service**
- **only one control to adjust output power**
- **entire unit in only 1 cubicle cuts installation costs**
- **all key circuits in just two drawers**

J-02145

Mr. A. D. Foster can help you in the Eastern and Middle Atlantic Districts

Your Westinghouse transmitter salesman has at his finger tips complete facilities to help you with all your broadcast problems — from planning to operation. Mr. A. D. Foster, one of several Westinghouse electronics sales engineers, assists him throughout the Eastern and Middle Atlantic areas. His years of experience with NBC, ABC, in wartime Naval Radar, and with Westinghouse, qualify him very well for this work.

and this service can help you anywhere!

It's the fastest service in the broadcast industry, with Westinghouse field service engineers backed by 35 repair plants and 17 parts warehouses. It's on 24-hour call everywhere in the United States for emergency service.

"See the new Westinghouse 10 kw FM transmitter, NAB Convention, Los Angeles, May 17-21."

FIRST OF ALL . . .

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

BROADCASTING

XUM

YOU CAN'T SELL TO SCENERY!

Some of the world's most spectacular scenery is in Utah. See it, enjoy it, but don't try to sell it. Concentrate on that part of the state where the *people* are concentrated — the 9 rich counties surrounding Salt Lake City — the *KDYL oval.*

Percentages tell the story:

	In KDYL 9-County Oval	In the Remainder of Utah
Population	79.14%	20.86%
Retail Sales	84.40%	15.60%
Buying Income	86.80%	13.20%

Throughout the populous and responsive 9-county oval KDYL is the *popular* station.

And Now — TELEVISION!

On April 19, KDYL's experimental television station, W6XIS, began regularly scheduled telecasts. These will pave the way for commercial television which KDYL expects to inaugurate soon. In this newest medium of communication, KDYL is far ahead of the field in the Intermountain Region.

National Representative: John Blair & Co.

NLRB RULES INCOME OF WSNY INTERSTATE

WESTERN GATEWAY Broadcasting Corp., operating WSNY, 250-w fulltime independent on 1240 kc at Schenectady, N. Y., was directed by the National Labor Relations Board April 14 to hold a secret ballot election within 30 days. Ballot is to determine whether WSNY transmitter engineers and operator-announcers wish to have the National Assn. of Broadcast Engineers and Technicians represent them in collective bargaining negotiations.

The decision involved the question of whether or not a station not affiliated with a national broadcasting system is engaged in interstate commerce within the meaning of the National Labor Relations Act. WSNY had contended that it was not so engaged, but the NLRB ruling, signed by Paul M. Herzog, chairman of the agency, and Abe Murdock, a member, declared that it was.

NLRB pointed out that from time to time WSNY "broadcasts, by specific arrangement with a national broadcasting system, or network, individual programs which are fed to it by direct transmission." Further, NLRB said, WSNY "rebroadcasts commercial programs . . . which have previously been broadcast over national networks. . . . The contract in some cases is directly with the manufacturer and in other cases with a radio advertising agency."

Ruling also pointed out that for the one-year period preceding a hearing held in the case last Oct. 30 in Schenectady approximately 20% of WSNY's $150,000 revenue was "derived from advertising of nationally distributed products."

COME OUT from under those ten-gallon sombreros, fellas, we know you. That's (l to r) John Hogg, KOY Phoenix commercial manager; Al Johnson, manager, and Jack Williams, program manager. They're doodied up for the Phoenix Jaycee World Championship Rodeo. Note the special ties—KOY on one side, CBS on the other.

Rain or Shine

WEAW(FM) Evanston, Ill., devoted space in a recent informal news letter to its listeners welcoming new competitors in the Chicago area, WBNU Aurora, WLEY Elmwood Park and WBIK Chicago. Said the letter: "It is now possible to get a complete selection of network and independent programs in Chicago, without ever having to tune to your AM dial. This, of course, becomes increasingly important as the spring and summer thunderstorms approach."

Open KMGM Offices

GENERAL OFFICES for Metro-Goldwyn-Mayer's new FM station, KMGM, have been opened in Rexall Bldg., Los Angeles. William F. MacCrystall, station's general manager, and Noel L. Keefer, chief engineer, are among executives who will occupy offices. Installation of transmitter is under way at station's site in Coldwater Canyon, Beverly Hills. KMGM is scheduled to go on air May 20 on Channel 254 (98.7 mc) with 49 kw.

FULLTIME on-the-job training is being provided to all seniors at Ithaca College, New York, who are majoring in radio. Students will spend two weeks of observation and work at radio station during fall term and two more during spring term. Among stations co-operating with college are: WKRT Courtland; WKAL Rome; WKNP Corning; WENE Endicott; and WWHG Hornell, all in New York.

TV LINK

Chicago-Cleveland Coaxial Opened for Phone Use

TELEVISION transmission on the Chicago-Cleveland coaxial cable route moved a step closer April 19 when AT&T's Long Lines Dept. announced that the cable was available for immediate telephone use.

Designed to ease crowded long-distance circuits between the two cities, the 363-mile cable will become an integral part of the Bell System's midwestern inter-city TV network, which also will service Detroit, Milwaukee and St. Louis.

In addition, the cable will tie in with the Philadelphia-Cleveland cable which, when completed at year's end, will link the system's midwestern and eastern television networks. Cable along each route provides one television circuit in each direction.

★

NBC has authorization for a video station (WNBK) in Cleveland, while ABC, CBS and MBS have applications pending. Lone operating TV station there is WEWS, owned by Scripps-Howard Radio.

In Chicago one network affiliate, WGN-TV (MBS) is on the air. Two other stations, WNBQ and WENR-TV (NBC and ABC), expect to begin operation by September, and application for another, WBBM (CBS), is pending.

XUM

Gov. Tuck Speaks At WTVR Inaugural

Richmond, Va., Television Outlet To Become NBC Video Affiliate

WTVR Richmond, Va., took the air April 22 on Channel 6 (82-88 mc). Inaugural program lasted five hours and included speeches by Wilbur M. Havens, president and general manager; Gov. William M. Tuck of Virginia; Horace H. Edwards, mayor of Richmond; Easton C. Woolley, director of station relations for NBC, and prominent local officials. A number of local programs also were presented from WTVR's two studios and by means of film.

Since March 25 WTVR has been on the air with a test pattern. Regular programming was started April 23 with a schedule of 27 hours a week, Tuesday through Sunday.

On June 1 WTVR will become an affiliate of the NBC television network, station officials have announced.

Licensee is Havens and Martin Inc., Richmond, which also operates WMBG and WCOD-FM that city. Station has effective radiated power of 6 kw aural and 12 kw visual.

Prior to the opening, WTVR conducted dealer meetings in its studios to acquaint set dealers with what television is and how it will operate in Richmond.

KROX Crookston, Minn. Goes on the Air April 25

KROX Crookston, Minn., planned to begin operations yesterday, April 25, on 1050 kc, 1 kw daytime. The station is owned by the Crookston Broadcasting Co., and managed by James C. Cole, former executive of WEBC Duluth, Minn.

Situated in one of the richest agricultural regions in the world, KROX will aim its news and entertainment direct to the rural audience. Opening broadcast was to be preceded by a cocktail party from 5-8 p.m. April 24. Formal opening featured speeches by Governor Luther Youngdahl, Senator Ball, Kenneth M. Hance, of KSTP St. Paul, and other prominent personages.

James C. Cole, KROX manager (seated), and E. R. Melbye (l) and Glenn D. Simpson, account executives, confer.

Officials of Fort Industry Co. and Masonic Temple Assn. complete contract negotiations. Seated, l to r: J. Harold Ryan, vice president and treasurer, Fort Industry; Joseph Daniels, president of the association; C. W. VanLopik, association manager. Standing, l to r: Lee B. Wailes, vice president and general manager, Fort Industry; Milton Madden, Masonic Temple Assn. counsel; Ralph G. Elvin, vice president and managing director, WJBK, WJBK-FM and WTVO.

NEW ALASKA STATION, KENI, STARTS MAY 2

KENI Anchorage, Alaska (5 kw fulltime on 550 kc), will be launched next Sunday (May 2), Capt. A. E. Lathrop, Alaska industrialist and president of Midnight Sun Broadcasting Co., KENI permittee, announced last week. Midnight Sun also operates KFAR Fairbanks, Alaska.

The new Anchorage outlet, representing an investment of approximately $500,000, will go on the air from temporary studios on first floor of Anchorage's Fourth Ave. Theatre Bldg. By mid-summer, Capt. Lathrop said, station hopes to have ready its permanent studios occupying third floor of the building.

Concrete and steel transmitter installation is at the mouth of Chester Creek, two miles southwest of Anchorage.

Alvin O. Bramstedt, Midnight Sun's general manager, who has been organizing the program and commercial setup of KENI, announced appointment of Robert J. Wells as station's commercial manager, Jack Borges as news editor and Joan Chisholm as a member of the staff. August G. Hiebert, Midnight Sun's chief engineer, has supervised technical phases in preparation for KENI's opening. Station's chief engineer will be Jack M. Walden, with Ralph E. Walker as his assistant.

WBNU, Aurora, Ill. FM Station, Is in Operation

WBNU-FM Aurora, Ill., 103 mc with 1 kw power, is now operating on an 8-hour schedule, with fulltime operation planned by early summer. The station is owned and operated by the Copley Press, publisher of the Aurora *Beacon-News*.

According to R. H. Diller, station director, WBNU is concentrating on local sports coverage, including special events on the local college and high school campuses. Studios are located on the top floor of the Leland Hotel in Aurora.

INDIANA DAILY'S AM, FM OUTLETS LAUNCHED

LAUNCHING of the AM and FM operations of WCNB Connersville, Ind., took place Sunday afternoon, April 4, in conjunction with a YMCA operating fund benefit show featuring Guy Lombardo and his orchestra, the Lone Ranger (Brace Beemer), who attended school in Connersville, and a variety of other entertainment. The show, held in the high school auditorium, was broadcast by the new stations.

The News-Examiner Co., publisher of the *Connersville News-Examiner*, owns and operates WCNB and WCNB-FM. The AM station is a 250-w daytimer on 1580 kc. WCNB-FM operates on Channel 262 (101.3 mc) with 7.7 kw. The transmitters were made by General Electric.

The WCNB and WCNB-FM studios are on second floor of the News-Examiner Bldg., 406 Central Ave., Connersville. Transmitter building and the stations' 150-ft. Ideco triangular steel tower with a 44-ft. FM circular antenna on top are located atop Jenny's Point on the southwest edge of Connersville.

Personnel of the new stations includes Emmett M. Jackson, station manager; James C. Wulliman, chief engineer; Paul A. Alden, Robert L. Rowley and Robert Klay, engineers; Miss Evaree Walters, program director; Austin H. Edmondson, chief announcer; Alan Thompson, Ralph Underwood and Richard J. Stern, announcers.

Plans for WTVO's Launching Readied

Fort Industry Leases Two Floors In Detroit for AM-FM-TV

TWO TOP FLOORS of the west tower of Detroit's Masonic Temple have been leased by the Fort Industry Co. and the Detroit Broadcasting Co. (WJBK and WJBK-FM) for installation of studios for WTVO, Fort Industry's Detroit video outlet, which will operate on Channel 2 (54-60 mc).

The 20,000 square feet of space will also house studios and offices of WJBK (250 w fulltime on 1490 kc) and WJBK-FM (Channel 226—93.1 mc) and the headquarters offices of Fort Industry Co.

Announcement of the signing of the lease was made by George B. Storer, president of Fort Industry, and of Detroit Broadcasting. Details were handled, he said, by Lee B. Wailes, vice president of Fort Industry, and C. W. VanLopik, manager of the Masonic Temple Assn.

An unfinished theatre, with room for 1,200 seats, in the west wing of the Masonic Temple, provides ideal facilities for large television studios, dressing rooms, scenery shops and projection booths, according to Ralph G. Elvin, vice president and managing director of WJBK, WJBK-FM and WTVO.

Negotiations for more than $280,000 worth of General Electric television equipment were completed last November, Mr. Elvin said, and most of the equipment has been delivered, with the rest expected in a few weeks. Installation of equipment is expected to be completed and the initial picture broadcast presented by early fall, he added. The transmitter and antenna tower will be located at Lyndon and Cloverdale Sts., Detroit.

New Meridian, Miss. FM Outlet Starts (98.6 mc)

WMOX-FM Meridian, Miss., has taken the air on Channel 253 (98.6 mc).

Opening of the Class B station was attended by approximately 800 persons on March 30, WMOX-FM reports. Messages of congratulations were extended by state and local officials and civic leaders.

Jerry Kerns is manager of WMOX and WMOX-FM. Licensee is Mid-South Network, of which Bob McRaney is general manager.

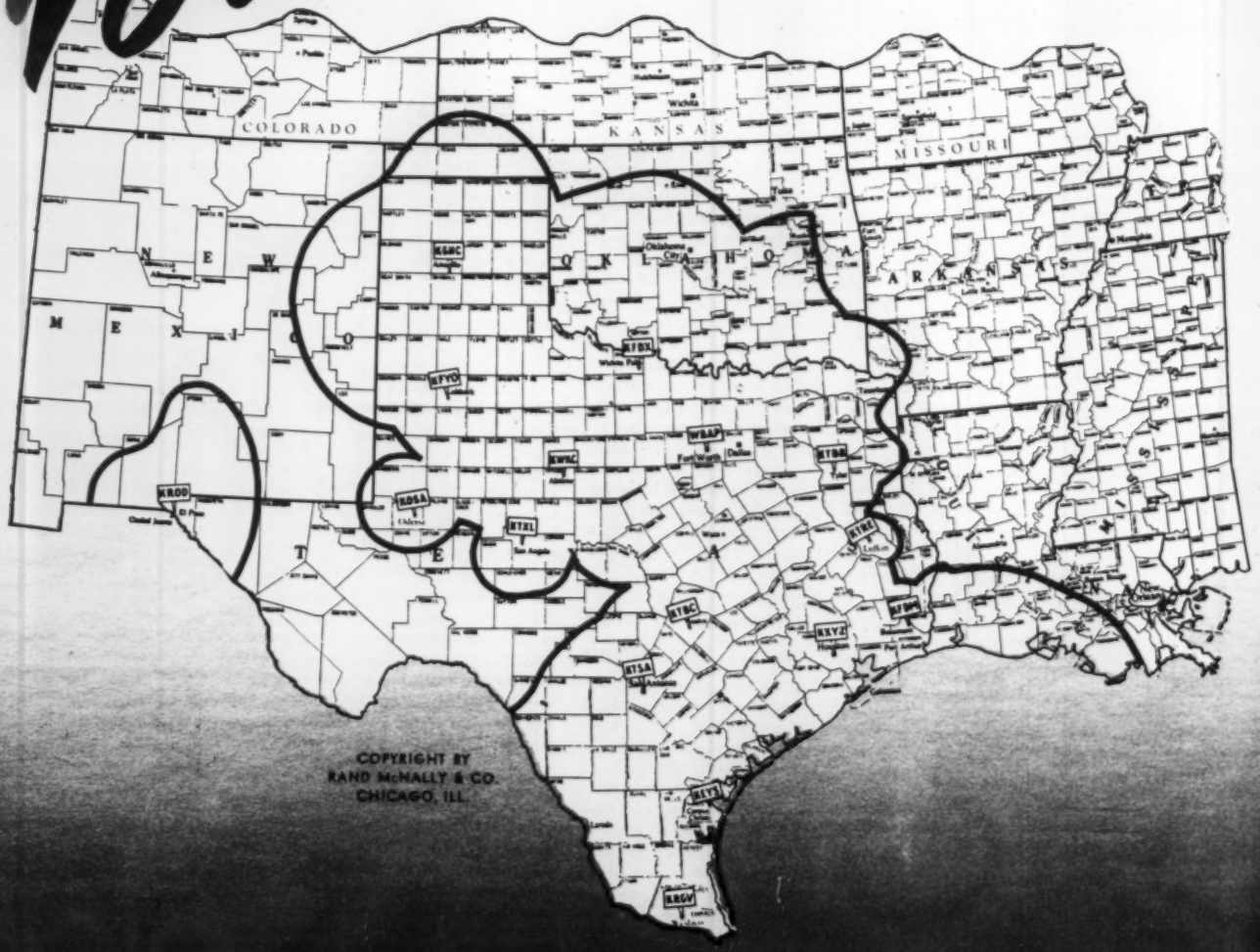
At WMOX-FM opening were Jerry Kerns (l), manager, and Jim Shelton, m.c.

XUM

LONE STAR CHAIN INC.

Now Bigger

L



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XUM

...and Better!

the Lone Star Chain

ESTABLISHED IN 1938

One Order!-One Contract!-One Statement!

Entire network, or any combination of stations, available for programs or announcements under one contract—one rate—one statement.

CENTRAL GROUP:				
Fort Worth	WBAP	820 K.C.	50000 WATTS	NBC
Fort Worth	WBAP	570 K.C.	5000 WATTS	ABC
San Antonio	KTSA	550 K.C.	5000 WATTS	CBS
Austin	KTBC	590 K.C.	5000 WATTS	CBS
Houston	KXYZ	1340 K.C.	5000 WATTS	ABC
NORTH TEXAS GROUP:				
Wichita Falls	KFDX	990 K.C.	5000 WATTS	ABC
Amarillo	KGNC	710 K.C.	10000 WATTS	NBC
Lubbock	KFYO	1230 K.C.	250 WATTS	ABC
WEST TEXAS GROUP:				
Abilene	KWKC	1340 K.C.	250 WATTS	MBS
San Angelo	KTXL	1340 K.C.	250 WATTS	MBS
Odessa	KOSA	1450 K.C.	250 WATTS	CBS
El Paso	KROD	600 K.C.	5000 WATTS	CBS
SOUTH TEXAS GROUP:				
Corpus Christi	KEYS	1440 K.C.	1000 WATTS	CBS
Weslaco	KRGV	1290 K.C.	1000 WATTS	NBC
EAST TEXAS GROUP:				
Beaumont	KFDM	560 K.C.	5000 WATTS	ABC
Lufkin	KTRE	1420 K.C.	1000 WATTS	MBS
Tyler	KTBB	600 K.C.	500 WATTS	IND

DISCOUNTS IN ADDITION TO FREQUENCY DISCOUNTS . . .

1 group	Net
2 groups	2% discount
3 groups	4% discount
4 groups	6% discount
Entire group	8% discount

DISCOUNTS ON PROGRAMS ONLY . . .

52 weeks @ 3/wk continuous.....1% discount

52 weeks @ 5/wk continuous.....3% discount

OFFICE: 407 Tower Petroleum Bldg. • DALLAS, TEXAS • Riverside-5663 • Clyde Melville, Mgr.

For Further Information call your nearest TAYLOR-HOWE-SNOWDEN *Radio Sales* OFFICE

OR

FREE & PETERS

XUM

TV INSTITUTE

Industry Leaders at N. Y. Show

ALMOST every facet of the television field was covered in panel discussions and talks during the third annual Television Institute and Industry Trade Show held April 19-21 in the New Yorker Hotel, New York. Industry executives and the public also viewed television receivers and accessories during the institute.

Dr. Lee de Forest, inventor of the radio tube and a pioneer in the radio industry, called television a "benign Frankenstein focused on drawing revenues from radio broadcasting" when he spoke at the luncheon meeting on Monday. The medium's acceptance by the public solves the economic problem of television, Dr. de Forest said. He also predicted color television within four years.

Dr. V. W. Zworykin, Russian-born scientist and vice president and technical consultant of the RCA Laboratory Division, described a new push-button method of measuring video audiences. A button would be attached to receiver sets to send impressions, on requests from announcers, to transmitter stations.

Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories, also a luncheon speaker, said the biggest problem of television is networks. "Rates are entirely too high to support a national network," he said. Dr. DuMont declared that light relays eventually will be used in "remotes around the city."

Dr. Alfred N. Goldsmith, consultant television engineer, presided at the luncheon.

Two panels were held Monday morning and two that afternoon. In discussing "Operating Costs Vs. Income" at the morning session, G. Emerson Markham, station manager of WRGB Schenectady, N. Y., said that stations in other than the largest cities should have a network affiliation because of the concentration of talent in metropolitan centers.

Mr. Markham said that as a result of prospective video network competition, early contracts offered by organizations "with networking ambitions" have not been especially favorable to stations needing an affiliation, and that "big takes" now for a network work a hardship on other operators in making ends meet.

Discussing the cost of film rentals, he hinted at applying ratios figured from size-of-audience, the buying power of an area, or the number of sets in the area.

Bell System Plans

Plans for expansion of network facilities by the Bell System of American Telephone & Telegraph Co. were outlined by F. R. MacFarland, program service manager of the long lines department of AT&T.

Extension of the East Coast network from Washington to Richmond, Va., linking Boston, New York, Philadelphia, Baltimore, Washington and Richmond is expected in time for the national political conventions. Additional channels from Philadelphia to New York are to be in operation during the convention, he said, besides the two existing through channels (from New York to Philadelphia and vice versa).

Within a "reasonable period" after the conventions, Mr. MacFarland added, those additional facilities are to be re-arranged so that total facilities will be three channels from New York to Washington and one from Washington to New York, with the possibility of all four providing service to and from Philadelphia or Baltimore.

In the midwest, Mr. MacFarland said, a network should be operating in time for the football season next fall between Cleveland, Toledo, Detroit, Chicago and St. Louis, and in turn programs may be sent from Cleveland to Buffalo and from Chicago to Milwaukee. Both coaxial cable and microwave relay facilities are to be included.

By Christmas time, he said, a coaxial connecting link is to be

(Continued on page 46)

Town Hall Debut

ANDREW GAINEY, featured in daily and weekly shows on two Philadelphia stations makes his concert debut at New York's Town Hall May 4. Husband and wife show, *At Home With the Gaineys*, is broadcast daily over WCAU and *Today's Concert Program*, featuring Mr. Gainey, is broadcast 1-1:30 p.m. Sundays over KYW. The young baritone, winner of two major musical awards since coming to Philadelphia, rounds out his busy schedule with concerts and appearances in and around the Quaker City.

LONE STAR CHAIN INC.
Saturates South Texas
Through
ktsa
CBS in San Antonio
You can't go to greater links than you'll find in the new, bigger and better
LONE STAR CHAIN
San Antonio
of which KTSA is happy to be a member station. When your sales message goes over LSC, you know you have the
Largest State Covered
ktsa
550 k.c.
"FREQUENCY Plus POWER"
Nationally represented by
Taylor-Howe-Snowden, Radio Sales

WBAP

CENTRAL TEXAS GROUP

WBAP, Fort Worth-Dallas
KXYZ, Houston
KTSA, San Antonio
KTBC, Austin

NORTH TEXAS GROUP

KGNC, Amarillo
KFDX, Wichita Falls
KFYO, Lubbock

WEST TEXAS GROUP

KROD, El Paso
KOSA, Odessa
KWKC, Abilene
KTXL, San Angelo

GULF COAST GROUP

KFDM, Beaumont
KRGV, Weslaco
KEYS, Corpus Christi

EAST TEXAS GROUP

KTRE, Lufkin
KTBB, Tyler

Available in any combination of stations. A chain to fit the most exacting distribution problem.

WELCOMES ITS ASSOCIATION WITH A BIGGER AND BETTER

LONE STAR CHAIN INC.

ONE ORDER! ONE CONTRACT! ONE STATEMENT!

The sixteen stations now comprising the Lone Star Chain (established in 1938) vary in size from 50,000 to 250 watts. Each station was selected with the view of prestige and coverage to its particular community and surrounding areas. The "Bigger and Better" Lone Star Chain offers the greatest and most effective coverage of any regional network in the Southwest.

THE LONE STAR CHAIN, Inc.

Harold Hough, Pres. — Tilford Jones, Vice Pres.
O. L. Taylor, Secy. — Clyde Melville, Mgn. Dir.

FREE & PETERS, INC. *National Representatives*

OR

TAYLOR·HOWE·SNOWDEN *Radio Sales Inc.*

ABC 570 Kc 5,000 watts — NBC 820 Kc 50,000 watts

Amon Carter, Pres. — George Cranston, Mgr.
Harold Hough, Dir. — Roy Bacus, Com. Mgr.

WBAP

THE STAR-TELEGRAM STATION

SINCE 1922

Lone Star Chain

FORT WORTH 2, TEXAS

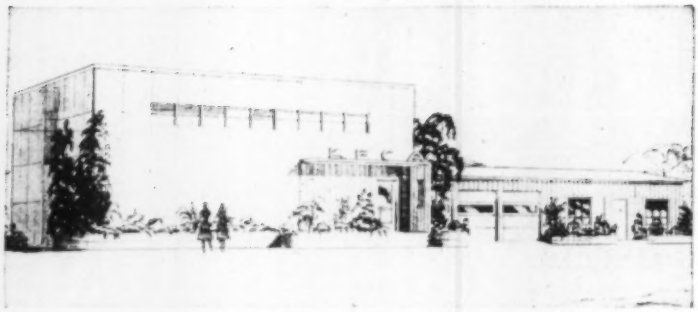
TV Institute

(*Continued from page 44*)

made available from Philadelphia to Cleveland, so that separate programs may be sent in each direction between the East Coast and midwestern regional networks.

If network extensions to cities adjacent to routes made available in 1948 are required, "it may be possible to provide them some time in 1949." As examples, Mr. MacFarland cited service throughout the New England states, Schenectady, and Wilmington, Del., extensions in the South to Norfolk, Va., Charlotte and Winston-Salem, N. C., throughout Pennsylvania, and in Michigan from Detroit to Grand Rapids.

Radio relay provision for facilities from New York to Chicago is underway for completion in 1949, to be followed by an extension to the West Coast, Mr. MacFarland disclosed.



ARTIST'S conception of transmitter building for ABC's Hollywood video station, KECA-TV. Ground was broken recently at the Mt. Wilson site. Facilities in the concrete and redwood building incude a house and garage for permanent engineers.

Another Monday speaker, Rodney Duane Chipp, assistant chief engineer of the DuMont Television Network, said "it is possible for a television station or group of stations to set up their own means of establishing a connection." The two relays now existing, between Chicago and South Bend, and New York and Schenectady, both have the "advantages of lower cost and full time availability," he said.

Reports on accomplishments and future plans in television in various video centers were heard at the luncheon Tuesday in the grand ballroom of the New Yorker.

Halsey Barrett, station relations manager of DuMont Television Network, declared that the basic philosophy is thinking in terms of the national picture. . . . "Local programming is being subdued."

At Wednesday's luncheon discussion, Richard de Rochemont, *March of Time*, stated "we will abandon most of the profit in films sponsored in some experimental development." The motion picture version of *March of Time*, he said, will not be transferred to video screens, but new documentaries will be prepared instead.

Prediction of moving newsreels instead of stills was made by Phil Newsom, United Press.

Robert H. Reid, International News Service, announced the expansion of the Telenews-INS-INP weekly newsreel to four additional stations, WFIL-TV Philadelphia, KTLA Los Angeles, WTTG Washington and KSD-TV St. Louis. Chevrolet dealers sponsor the series in all four cities.

The institute was sponsored by *Televiser* magazine.

K F D M

Beaumont, Texas, One More Station Linked to the Lone Star Chain! 3 Key Cities Linked by This 1 Station!

LONE STAR CHAIN INC.

ORANGE
BEAUMONT
PORT ARTHUR

Not ONE, but THREE important key Gulf Coast markets are covered by KFDM . . . the metropolitan district of Beaumont, Port Arthur, and Orange . . . a market with a $700 million annual income from construction, oil refining, shipping, chemical plants, synthetic rubber, and many other industries. Schedule these THREE KEY MARKETS — with this ONE KEY STATION — KFDM!

Represented by FREE and PETERS or Taylor-Howe-Snowden Radio Sales • 560 KC. • 1000 WATTS • AFFILIATED WITH AMERICAN BROADCASTING CO., INC.

OIL COMPANY GIVEN BROADCASTING RIGHTS

TIDEWATER-ASSOCIATED Oil Co., San Francisco has been voted exclusive radio rights to all Pacific Coast Conference football games in 1948, it was announced April 17 by Al Masters, athletic director of Stanford U.

Television rights to Conference games were upheld until the general Pacific Coast Conference meeting to be held at Missoula, Mont. June 7.

The decision to once again award exclusive rights to Associated was made by radio and television committee of the Conference. Mr. Masters declared that the membership voted unanimously in favor of the oil company. No decision was reached as to the radio rights on Conference basketball. Negotiations are now under way, however.

All Candidates Invited To Appear On NBC Show

PRESIDENTIAL candidates last week were invited by NBC to speak on the *Living—1948* Sunday afternoon series before the political conventions this summer.

Invitations were sent by Ken R. Dyke, NBC administrative vice president in charge of programs, to President Truman, New York's Gov. Thomas E. Dewey, Sen. Robert A. Taft, California's Gov. Earl Warren, Gen. Douglas MacArthur, Harold E. Stassen, Henry A. Wallace and Norman Thomas. Dates of the appearances will be designated by the candidates and priorities given in order of receipt of replies.

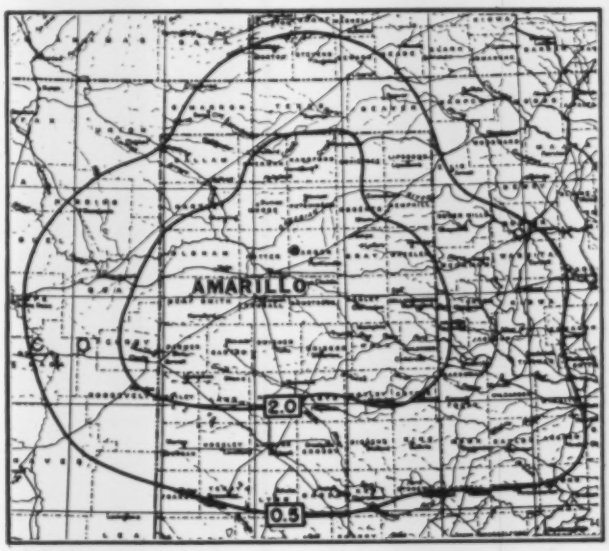
XUM

KGNC

IS PROUD TO BE A MEMBER OF THE BIGGER AND BETTER

LONE STAR CHAIN INC.

With KGNC's recently increased power, you get thousands more listeners in the Great Panhandle Country and even into Eastern New Mexico, in Southwestern Colorado, in Western Oklahoma, and Southern Kansas. Dominating and penetrating the entire area KGNC is the greatest selling force on the air in this rich, responsive market.



NOW 10,000 WATTS—710 KC!

KGNC

AMARILLO, TEXAS

REPRESENTED BY
TAYLOR - HOWE - SNOWDEN *Radio Sales* INC.

AFFILIATED WITH
NATIONAL BROADCASTING CO.

YOUR FIRMEST GRIP ON THE FABULOUS PANHANDLE

April 16 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

Conway Bcstg. Co., Conway, Ark.—CP new standard station 1230 kc 250 w unl.

AM—900 kc

Robert F. Wolfe Co., Fremont, Ohio—CP new standard station 1430 kc 1 kw D-DA. AMENDED to change frequency from 1430 to 900 kc, power from 1 kw to 500 w and make changes in DA.

AM—1490 kc

Knoxville Pub. Co., Knoxville, Tenn.—CP new standard station 1490 kc 250 w unl. Contingent upon grant of WATO for change in frequency and for proposed facilities of WOND.

Modification of CP

WKNB-FM New Britain, Conn.—Mod. CP new FM station for extension of completion date.

WKST-FM New Castle, Pa.—Same.

WRMV Richmond, Va.—Mod. CP new FM station to change frequency from 106.9 mc to 92.9 mc, ERP from 15.5 kw to 9.8 kw, ant. height above average terrain from 540 ft. to 546 ft.

FM—104.9 mc

Earl W. Fessler, Madison, Wis.—CP new FM station (Class A) on 104.9 mc, Channel 285 and ERP 536 w.

License Renewal

Applications for renewal of FM broadcast license filed by: KDKA-FM Pittsburgh; WBBM-FM Chicago; WBZ-FM Boston; WBZA-FM Springfield, Mass.; WCBS-FM New York; WDLM Chicago; WSBF South Bend, Ind.

TV—192-198 mc

The Connecticut Broadcasting Co., Meriden, Conn.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 22.8 kw, aur. 11.4 kw and unl. AMENDED to change ERP to vis. 20 kw, aur. 11.1 kw.

TV—210-216 mc

Globe-Democrat Pub. Co., St. Louis—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 31.5 kw, aur. 15.75 kw unl.

ACTIONS OF THE FCC

APRIL 16 to APRIL 19

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

TENDERED FOR FILING

TV—60-66 mc

J. W. Woodruff, J. W. Woodruff Jr. and E. B. Cartledge Jr. d/b as Columbus Bcstg. Co., Columbus, Ga.—CP new commercial television station on Channel 3, 60-66 mc, ERP vis. 1.734 kw, aur. 0.867 kw.

TV—210-216 mc

Warner Bros. Pictures Inc., Chicago—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 31.0 kw, aur. 15.5 kw.

TV—66-72 mc

Rock Island Bcstg. Co., Rock Island, Ill.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 13.6 kw, aur. 7.6 kw.

TV—82-88 mc

Hildreth & Rogers Co., Lawrence, Mass.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 15.2 kw, aur. 7.84 kw.

TV—66-72 mc

WKY Radiophone Co., Oklahoma City—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 12.4 kw, aur. 6.2 kw.

TV—82-88 mc

R. L. Wheelock, W. L. Pickens and H. H. Coffield d/b as Corpus Christi Television Co., Corpus Christi, Tex.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 19.2 kw, aur. 9.6 kw.

TV—180-186 mc

Southern Bcstrs. Inc., Richmond, Va.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 18.5 kw, aur. 19.3 kw.

FM—101.5 mc

Rollins Bcstg. Inc., Georgetown, Del.—CP new FM station on 101.5 mc, Channel 268, Class B station.

April 19 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Sterling

WTEL Philadelphia—Granted petition to continue hearing scheduled for April 20 to May 20.

KERN Bakersfield, Calif.—Granted petition for continuance of hearing scheduled for April 20 to June 21.

Fall River Herald News Pub. Co., Fall River, Mass.—Granted petition for continuance of consolidated hearing on TV applications for April 21 to May 5, and same was continued to May 5-6 at Fall River and May 7 at New Bedford.

KORE Eugene, Ore.—Granted petition for continuance of hearing scheduled for April 20 to May 21.

Penn Lincoln Bcstg. Co. Inc., Carlisle, Pa.—Granted petition to dismiss without prejudice its application and further ordered that application of Philip Mathews be removed from hearing docket.

Southern Puerto Rico Bcstg. Corp., Ponce, P.R.—Granted petition for leave to amend its application to specify frequency 1470 kc 1 kw unl., in lieu of 1300 kc 1 kw unl., etc., and application was removed from hearing docket. Further ordered that application of WECW be removed from docket.

Pellegrin and Smeby, Detroit—Granted in part petition for leave to amend its application to specify 1440 kc 500 w D, in lieu of 1440 kc 1 kw D. Petitioner's request for removal from hearing docket was held in abeyance pending action on petition of Floral City Bcstg. Co. for leave to amend its application.

Calif. Bcstg. Co., Santa Monica—Granted petition for leave to amend its application so as to specify 1 kw power in lieu of 500 watt on frequency 1460 kc, daytime only.

The Acme Bcstg. Co., Elizabethtown, Ky.—Granted petition for leave to amend its application to show changes in officers, directors and stockholders, and changes in stock ownership.

Radio South Inc., Jacksonville, Fla.—Granted in part petition for leave to amend its application to add engineering data, and application was removed from hearing docket; dismissed petition insofar as it requests grant of application pursuant to Sec. 1.373 (h) of rules.

Wyoming Valley Bcstg. Co., Wilkes-Barre—Granted petition for continuance of consolidated hearing on TV applications scheduled for April 19, to May 3 and May 4 at Wilkes-Barre.

KWKC

ABILENE, TEXAS

1340 on the Dial

KWKC is proud for two big reasons—for being a member of the bigger and better Lone Star Chain—and for being located in the rich Abilene market—headquarters for West Texas Utilities, drilling, textiles, refining, canning, dairy, machinery—and many diversified companies . . . industries rolling up a $3,600,000 total monthly payroll. We serve this market . . . and serve it well!

MUTUAL BROADCASTING SYSTEM

REPRESENTED BY

TAYLOR - HOWE - SNOWDEN *Radio Sales*

KTBC

AUSTIN, TEXAS

590 Kc. . . . 5000 Watts

Look at our Texas market map—at Austin, the capital city—at its rich, populous trading area of over one million persons—the fifth greatest in the state! KTBC IS THE STRONGEST VOICE IN THE CAPITAL OF THE BIGGEST STATE. For coverage, cost, results . . . you can't beat KTBC!

COLUMBIA BROADCASTING SYSTEM

REPRESENTED BY

TAYLOR - HOWE - SNOWDEN *Radio Sales*

TWO MORE IMPORTANT LINKS IN THE BIGGER AND BETTER

LONE STAR CHAIN INC.

WDSM Ridson Inc., Superior, Wis.—Referred to full Commission petition requesting leave to amend its application.

Allen B. DuMont Labs. Inc., Washington—Granted petition requesting continuance of hearing scheduled for April 22 in re its TV applications for extension of completion date of WTTG and license, to May 20.

Christian County Bcstg. Co., Taylorville, Ill.—Granted petition for leave to amend its application so as to specify 1 kw on 1410 kc DA, in lieu of 250 w D on 1410 kc.

Rogers & McDonald Newspapers, Inglewood, Calif.—Granted petition to dismiss without prejudice its FM application.

Donald W. Reynolds, Okmulgee, Okla.—Granted petition for leave to amend his application to specify 1360 kc 500 w D, in lieu of 1340 kc, 250 w unl., and to remove application as amended from hearing docket.

The Farmington Bcstg. Co., Farmington, N. M.—Ordered that hearing on application be continued from April 16 to May 6 at Farmington.

April 19 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KDSH Boise Valley Bcstrs. Inc., Boise, Ida.—Mod. CP to increase power, install new transmitter, make changes in DA and specify studio location for extension of completion date.

AM—1400 kc

Bauer Bcstg. Co., Sandpoint, Ida.—CP new standard station on 1400 kc 250 w unl.

AM—910 kc

KJAN Opelousas, La.—CP to reinstate CP which authorized new standard station on 910 kc, 1 kw power, DA-N unl.

AM—1340 kc

KXEO Mexico, Mo.—CP to reinstate CP which authorized new standard station on 1340 kc 250 w unl.

Modification of CP

KMON Great Falls, Mont.—Mod. CP new standard station to change type of towers.

WGBG Greensboro, N. C.—Mod. CP to install new vertical ant. and mount FM ant. on AM tower and changes in vertical ant.

AM—1410 kc

WING Dayton—CP to make changes in DA and mount FM ant. on top of AM tower.

AM—1460 kc

Union-Carolina Bcstg. Co., Union, S. C.—CP for new standard station on 1230 kc 250 w unl. AMENDED to change frequency from 1230 to 1460 kc, change power from 250 w to 1 kw, type trans., install DA-N; change trans. location.

Modification of CP

KCUE Harlingen, Tex.—Mod. CP new standard station to change power and hours of operations from 50 kw DN except from sunset at Cincinnati to sunset at Sacramento, to 50 kw D 10 kw N after sunset at Cincinnati and to make changes in DA.

Assignment of CP

KPUG Bellingham, Wash.—Voluntary assignment of CP Jessica L. Longston, Edward J. Jansen, C. V. Zaser & L. Berenice Brownlow d/b as Bellingham Broadcasters to KPUG Inc.

Modification of License

KOMW Omak, Wash.—Mod. license to change name of licensee from Miller Pub. Co. Inc. to KOMW Inc.

Rollins Bcstg. Inc., Georgetown, Del.—CP new FM station (Class B) 101.5 mc, Channel 268, ERP of 19.2 kw and ant. height above average terrain 302 ft.

Modification of CP

WPAD-FM Paducah, Ky.—Mod. CP new FM station for extension of completion date.

WCAO-FM Baltimore—Mod. CP new FM station for extension of completion date.

KYSM-FM Mankato, Minn.—Same.

WJDX-FM Jackson, Miss.—Same.

License for CP

WOTW-FM Nashua, N. H.—License to cover CP new FM station.

Voluntary Assignment

WXNJ-FM Somerset County, N. J.—Voluntary assignment of CP which authorized new FM station to WXNJ Inc.

Modification of CP

WRWR Albany—Mod. CP new FM station for extension of completion date.

Local Authority

THE AUTHORITY on practically any subject is usually the local barber. So Tonsorial Artist Merle Loop, of Elmira, N. Y., was a recent guest on Preston Taplin's program on WELM, *Time for Taplin*. Mr. Loop aired his views while actually cutting Mr. Taplin's hair. The two engaged in the usual barber-chair conversation on topics of the day, completely unrehearsed ad-lib. The program created more than a minor sensation, and complimentary comments poured into the station.

License for CP

WKRT-FM Cortland, N. Y.—License to cover CP new FM station.

Modification of CP

WSKY-FM Asheville, N. C.—Mod. CP new FM station for extension of completion date.

WAKR-FM Akron—Mod. CP new FM station to change ERP from 20 kw to 14.7 kw, decrease overall height above ground to 360.75 ft., decrease ant. height above average terrain to 256 ft. make change in ant. system.

KSPI-FM Stillwater, Okla.—Mod. CP new FM station for extension of completion date.

WMCK-FM McKeesport, Pa.—Same.

FM—102.7 mc

Atlantic Bcstg. Co., Florence, S. C.—CP new FM station (Class B) 102.7 mc, Channel 274, ERP of 8.2 kw, ant. height above average terrain 396 ft.

License Renewal

Applications for renewal of FM broadcast license filed by: WABF New York, WCAU-FM Philadelphia, WEHS Chicago, WGFM Schenectady, WPEN-FM Philadelphia.

TV—192-198 mc

United Bcstg. Corp., Pittsburgh—CP new commercial television station to be operated on Channel 10, 192-198 mc, ERP vis 31 kw, aur. 16.3 kw unl. AMENDED to change studio and trans. location, decrease ERP from aur. 16.3 kw to aur. 15.5 kw and make ant. changes.

TENDERED FOR FILING

TV—186-192 mc

Meredith Publishing Co., Albany—CP new commercial television station to be operated on Channel 9, 186-192 mc, ERP vis. 12.0 kw, aur. 6.0 kw.

AM—1230 kc

Maplewood Bcstrs. Inc., Maplewood, Mo.—CP new standard station 1230 kc 250 w unl. Contingent on WIL change in facilities.

AM—1010 kc

Highlands Bcstg. Co., Canton, N. C.—CP new standard station 1010 kc 1 kw D.

AM—1270 kc

Carolina Bcstg. System Inc., Greenville, N. C.—CP new standard station 1270 kc 1 kw D.

April 20 Decisions . . .

BY THE SECRETARY

KCRS Midland, Tex.—Granted license covering change in freq., installation of new trans. and DA-DN and change in trans. location.

WGH Newport News—Granted license covering changes in vertical ant. and mounting of FM ant. on AM tower.

WSAV Savannah, Ga.—Granted license covering change in freq., increase in power, installation of new trans. and DA-N, installation of FM ant. on AM tower and change in trans. location.

WKMO Kokomo, Ind.—Granted license covering installation of new vertical ant. and mounting FM ant. on AM tower.

(*Continued on page 64*)

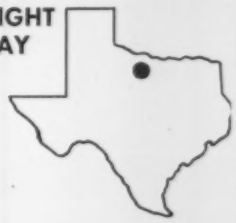
Another Important Link in the Great

LONE STAR CHAIN INC.

KFDX

WICHITA FALLS, TEXAS

1000 WATTS NIGHT
5000 WATTS DAY
990 KC.



Over two million dollars is paid out on each monthly payroll in the Wichita Falls area—an area of people with cosmopolitan tastes and practices—people who spend well and know what they get for their money. A wealthy manufacturing and oil producing center, Wichita Falls is a prime market—primed by KFDX, its dominant station—with its ear to the ground and its voice far-flung.

CHARLES B. CLOUGH • *GENERAL MANAGER*

AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

REPRESENTED BY
TAYLOR-HOWE-SNOWDEN *Radio Sales*

Proud to Be a Member of the BIGGER and BETTER Lone Star Chain

IER SESSION

Radio vs. Government Is One of Topics

CONTROVERSIAL question, "Should the FCC Have Any Control Over Programs?", will be closely scrutinized at special session on radio-government relationship at Ohio State U.'s 18th annual Institute for Education by Radio which opens in Columbus April 30.

More than 1,200 representatives of the networks, regional and local stations, foreign radio and the FCC, as well as leading educational and allied national organizations, are expected to attend the four-day conference. Plans call for 36 sessions covering almost every phase of educational and public service broadcasting.

Feature of the "Radio and Government" session May 2 will be the origination of the *Columbus Town Meeting* aired on WBNS Columbus. Participants will be speakers representing radio, the Congress and the public.

Charles Thayer, acting chief of the State Dept.'s international broadcasting activities, is scheduled to speak at a general session on radio's international aspects. He will review "Voice of America" objectives.

UNESCO will be discussed by Luther Evans, Librarian of Congress and committee chairman of the National Commission for UNESCO. There will also be a report on the Geneva conference on freedom of information

Network point of view on the subject, "A Critical Look at Radio Criticism," will be given by Robert Saudek, ABC vice president in charge of public affairs. Also scheduled to discuss the subject are Erik Barnouw, president of Radio Writers Guild; Earle McGill, president of Radio Directors Guild, and others.

Radio's current status will be appraised by nationally known radio critics during the dinner program, traditional highlight of the conference.

WTIC-FM Ups Power

A SEVEN-FOLD increase over its present output was effected by WTIC-FM Hartford, Conn., when it boosted its output to 20 kw, the limit authorized by FCC, according to Herman Taylor, WTIC plant manager. Station is on 96.5 mc Channel 243.

JUST BECAUSE Ted Malone of ABC gave Omaha's Mayor Leeman 3,000 neckties, Wallace Kelly (r), Salt Lake City haberdasher, decided to give Salt Lake City's Mayor Earl J. Glade (l) a tie that matched the other gift in quality if not in quantity. KUTA broadcast the short ceremonies. Mayor Glade is the former general manager of KSL Salt Lake City.

KRNT Transmitter

INSTALLATION of a new BTA-5-F RCA 5-kw transmitter has been completed by KRNT Des Moines. Overall efficiency of new transmitter is increased almost 50% over former equipment, according to Phil Hoffman, KRNT manager. KRNT, an ABC outlet owned by Cowles Broadcasting Co., operates on 1350 kc with 5 kw.

ADVANCES IN TESTING, FM INCLUDED IN BOOK

ESSENTIALS OF RADIO, by Morris Slurzberg and William Osterheld, McGraw-Hill Book Co., New York, 806 pp, $5.00.

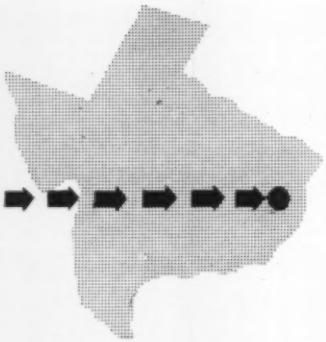
COMPREHENSIVE study of the principles of operation of vacuum tubes, their basic circuits, and the application of these circuits to low frequency radio receivers is contained in *Essentials of Radio*, which treats the subject at an intermediate level as distinguished from the advanced level or the elementary level with little mathematics involved.

All recent advances of major importance are presented, including those dealing with frequency modulation and modern testing equipment. All electronic circuit actions are analyzed mathematically and physically on the comprehension level of the man having a basic understanding of radio. Mr. Slurzberg, instructor of radio and electronics at Jersey City Vocational High School, and Mr. Osterheld, radio and electricity instructor at William L. Dickinson High School in Jersey City, are also co-authors of a book, *Electrical Essentials of Radio*.

DON McNEILL, toastmaster of ABC's "Breakfast Club", will appear as guest star on Fred Allen's NBC program May 9.

KTRE

LUFKIN, TEXAS



KTRE was born to serve 317,563 East Texas people with a $287,064,000 annual income — and bred in the traditions of these folks who understand high quality programming and the value of an advertising dollar. KTRE — the BUY-WORD of East Texas — is staffed and equipped to reach this rich, lush market. A Mutual station, beginning July 26, 1948.

1420 K. C.
1000 WATTS

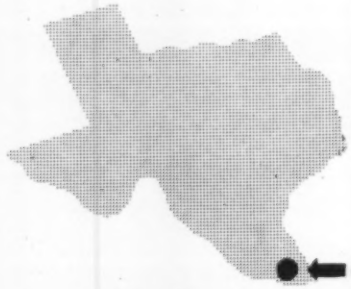
☆

REPRESENTED BY
TAYLOR-HOWE SNOWDEN
RADIO SALES

TAKING ROOT IN THE FOREST CAPITAL OF TEXAS

KRGV

WESLACO, TEXAS



1290
ON THE DIAL
1000 WATTS

☆

REPRESENTED BY
TAYLOR-HOWE SNOWDEN
Radio Sales

AFFILIATED WITH NBC

$174 MILLION FROM AGRICULTURE AND OIL ALONE IN 1947 . . .

KRGV is the voice of one of the richest, permanent agricultural markets in America, serving the Truly Magic Empire of the Lower Rio Grande Valley. Due to the unique isolation and unification of this area, KRGV DOMINATES the multi-million dollar Magic Valley Market.

SERVING THE CITY WITH A MAIN STREET 65 MILES LONG

WE ARE HAPPY TO BE MEMBERS OF THE BIGGER AND BETTER

LONE STAR CHAIN INC.

XUM

SUSTAINERS UP

NAB Study Shows Increase in 1946

AMOUNT of sustaining time on U. S. broadcast stations started to increase in 1946, according to the second log analysis conducted by Dr. Kenneth H. Baker, NAB research director.

Thirty-nine per cent of station time in February 1946, was devoted to noncommercial sustaining programs compared to 34% the previous November, the survey shows.

Most sold-out segment of time in the broadcast week is Sunday afternoon on medium network affiliates, when only 19% is sustaining, the survey reveals.

Data for a third log study, based on November 1947 programs, has been collected by NAB. It will be processed when the Research Dept. is able to obtain personnel.

Arrival on the air of new stations is believed responsible for much of the increase in the amount of sustaining time during the three-month period. The first log study was based on 1,025 stations, the second on 1,101. The figures are based on a representative cross-section of the industry.

In the February 1947 study, 41% of evening time, 38% of afternoon time and 37% of morning time was sustaining. This compared to 37% evening, 30% afternoon and 36% morning sustaining time in the November 1946 study.

Among network affiliates, large stations (7.5-50 kw) devoted 33% of time to sustaining programs; medium stations (500 w-5 kw), also 33%; small stations (250 w or less), 42%. All-station total for affiliates was 37%.

Among non-affiliates or independents, the large station average was 41%; medium stations, 49%; small stations 48%; all-station total, 48%.

Averages for affiliates and non-affiliates combined were 34% for large stations, 35% for medium stations, 43% for small stations. These compared with 36% for large, 30% for medium and 37% for small stations in the first study.

The study breaks down sustaining time by weekdays, Saturdays and Sundays.

Negotiations Begin For Video Contract

VIDEO representatives of the four major networks are scheduled to meet in New York today (April 26) with the television committee of the Associated Actors and Artists of America to begin negotiations for a contract covering all video talent except musicians. The musicians' pact is being drawn up by the American Federation of Musicians and the broadcasters.

Associated Actors TV committee, headed by George Heller, executive secretary of AFRA, last week completed a long list of proposals including fees, working conditions, and subsidiary rights for radio and stage actors, singers, variety artists, and other entertainers.

The goal, according to Mr. Heller, is a single contract which will cover television performances by any or all members of the 11 AFL talent unions, of which Associated Actors is the parent. Aside from the basic considerations of wages and hours, one of the major problems to be negotiated is the regulation of and payment for the use of motion picture films and actors in television, he said.

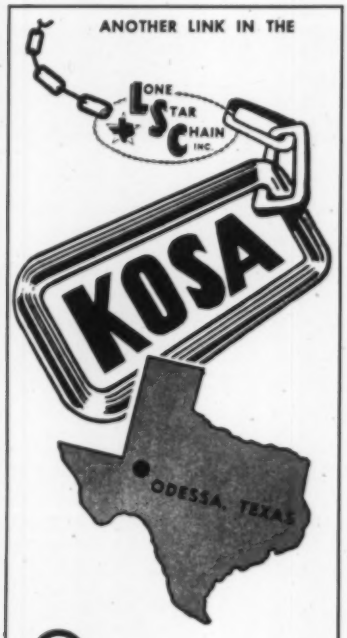
Meetings with other New York television broadcasters— DuMont, Paramount Pictures, and WPIX New York, the *Daily News* station—will be held after the network talks get underway, Mr. Heller added. Today's meeting is to be held at CBS.

Carolyn Caro

CAROLYN CARO, 52, traffic manager of KXLA Pasadena, died April 11 at her home in Los Angeles. A veteran of Los Angeles area radio, she had been with KGFJ Hollywood prior to joining KXLA in 1945. Burial took place in San Francisco. She is survived by four children.

ANOTHER LINK IN THE LONE STAR CHAIN INC.

KOSA



Odessa is the oil capitol of West Texas, with all major oil producing companies and oil supply companies having district offices here . . . and KOSA is the capital station in this wealthy oil market.

AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

REPRESENTED BY TAYLOR-HOWE-SNOWDEN *Basic Sales*

The Western Link in the Lone Star Chain

KROD

CBS

EL PASO

5000

WATTS SOON

REPRESENTED NATIONALLY BY

TAYLOR - HOWE - SNOWDEN

ANOTHER IMPORTANT LINK IN THE BIGGER AND BETTER LONE STAR CHAIN INC.

KTBB

TYLER, TEXAS

Retail sales in KTBB's primary listening area topped $391,000,000 last year. During March of this year, 1,724 pieces of "fan mail" were received from 118 towns and cities in East Texas. KTBB's coverage area includes 12,000 square miles . . . with a population of over ½ million people.

REPORT OF AP CITES ITS RADIO CLIENTELE

ELECTION of radio clients of the Associated Press to associate membership in the news agency in 1947 was hailed as "another major pioneering step" by AP, in a board of directors report made public April 19 in connection with AP's 100th anniversary.

When the report was issued 688 stations had been elected to AP membership, as of Jan. 9. At the end of last week another 102 AP radio clients had become AP members, according to the news agency. Since AP serves a total of 966 U.S. stations, this leaves 176 stations which take AP news under Press Assn. contracts but have not yet been invited to become AP members. Most of these are comparatively new stations, the AP said.

AP's radio members, the annual report added "are affording the association quick access to news in localities in which we had no dependable coverage in the past."

UP Radio Div. Signs 400 Station Clients in 1947

THE RADIO division of United Press had a record year in 1947, signing up about 400 new station clients, according to a report by UP's radio sales manager, Alfred F. Harrison, at the annual meeting of the American Newspaper Publishers Assn. in New York last week.

UP is supplying news and features to more than 900 stations in the U. S. and 150 stations outside the country, Mr. Harrison said. Phil Newsom, radio news manager for UP, said the news agency "is now pushing investigation of the motion picture field as it applies to spot news coverage" for television, and indicated that UP plans to expand its services in the video field.

TWO OBLIGING governors, representing states with competing maple syrup interests, submit to a blindfold taste-test of syrups during recent Maple Syrup Festival at Chardon, Ohio. In the test, staged by CBS and WKBN Youngstown, each governor proclaimed the competing state's product as best. Principals were (l to r) Vermont Gov. Ernest W. Gibson; Don Lerch, CBS director of agricultural broadcasts; Ohio Governor Thomas J. Herbert; L. Baldwin Harper, WKBN program director, and Stu Wilson, WKBN farm director.

WOR Newscast Prompts City Action on Tickets

CREDIT for initiating a city investigation that succeeded in making available for public sale some 18,000 low-priced tickets to the circus at New York's Madison Square Garden was given to WOR New York last week.

The tickets had been cornered by 10 ticket brokers, according to Lyle Van, WOR newscaster. Mr. Van's broadcast of the situation resulted in an investigation by Benjamin Fielding, New York City licensing commissioner, who ordered the tickets returned to public sale.

Mr. Fielding commended WOR and Mr. Van for "outstanding public service in bringing to my attention . . . this disgraceful condition."

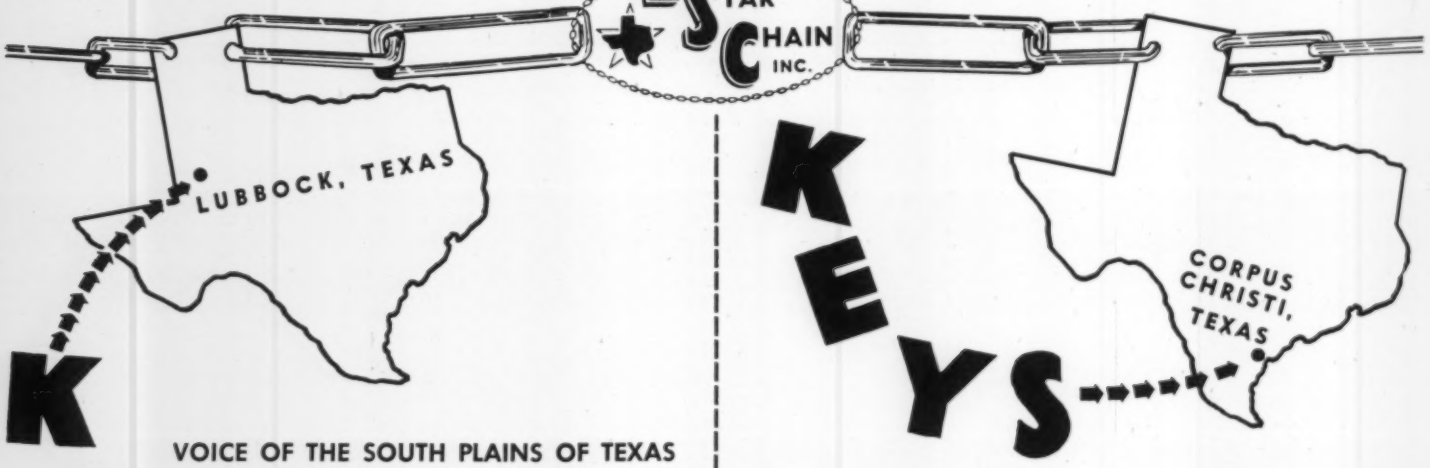
MEDICS GROUP ADOPTS NEWS RELEASE CODE

A CODE of cooperation between radio and the press, and hospitals and the medical profession has been adopted by the Colorado State Medical Society. The code provides for 24-hour service by the Society's executive office in assisting reporters; for designation of publicity chairmen by the 26 component societies; and for the selection of hospital spokesmen who will obtain prompt medical news for reporters.

Prominent in developing the code were the following representatives of Denver radio: Clarence Moore, KOA program director; News Chiefs Dick Leonard, KMYR; Sheldon Peterson, KLZ; Don Bestle, KVOD; Jack Fitzpatrick, KFEL; Mack Switzer, KLZ special events director; Allen Miller, Rocky Mountain Radio Council director.

According to the code, medical information, quotes from doctors, and news of any scientific discovery may be obtained promptly.

TWO MORE IMPORTANT LINKS IN THE LONE STAR CHAIN INC. — IT'S BIGGER and BETTER THAN EVER!



KFYO

VOICE OF THE SOUTH PLAINS OF TEXAS

Located in Lubbock, Texas—the hub city of the rich South Plains of Texas area—KFYO penetrates a market with a $167,892,000 effective buying income. KFYO tops all stations in listener ratings by nearly two to one!

AFFILIATED WITH
AMERICAN BROADCASTING CO.
REPRESENTED BY
TAYLOR-HOWE-SNOWDEN *Radio Sales*

KEYS

THE DOORWAY TO A $460,000,000 MARKET

In Corpus Christi the cactus-covered plains of yesterday are fertile farms. Oil flows from 13,000 wells. From the city's modern harbor ocean-going freighters journey to the ports of the world. Progress is on every hand! To reach this thriving market—KEYS, of course—your direct course to a 460 million dollar market.

AFFILIATED WITH
COLUMBIA BROADCASTING SYSTEM
REPRESENTED BY
TAYLOR-HOWE-SNOWDEN *Radio Sales*

XUM

FEDERAL RADIO

U. S. Could Do Better, Spingarn Implies

"A MORE harmonious solution [for radio than the Blue Book] might result if the Government kept some of its frequencies and used them to operate stations which would serve as good examples to the whole industry." That is the crux of an article titled "Is Your Radio on Now?" by Jerome H. Spingarn, in the May issue of *Ladies Home Journal*.

"In effect, it is what the Canadian government has done for almost 20 years. It is also what the city of New York, in a more modest way, has been doing for an even longer time—and no one in radio would deny . . . the excellent performance of the city-owned WNYC . . ."

Mr. Springarn says that engineers and accountants estimate such a national radio outlet could be operated for approximately $10 million a year. The three types of programs would be informational and educational, cultural programs and light music, he says. "These new stations," Mr. Springarn continues, "are intended merely to fill in the gaps which have been left by existing commercial stations and networks; not to supplant them."

"So long as we have a substantial number of discontented listeners and ex-listeners, we will know that radio is not being fully used," he says.

"Satisfactory service means a wide choice," Mr. Spingarn continues. "Our object is not to snuff out the lives of Ma Perkins and Helen Trent for the sake of the Pueblo Symphony Orchestra, but to get both on the air so that people can choose between them. The critics and the defenders of programs-as-they-are have never really come to grips with each other because they are talking about two different things . . . We need three new stations to present programs which will fill in the gaps which are now left wide open."

Could Cover Country

Mr. Spingarn offers "such a network of stations without evicting present tenants of the air waves. The Government," he explains, "which has already licensed some 1,500 standard broadcast stations, can see that certain broadcast bands, readily available, are used for the single purpose of serving the listener. A set of transmitters, supplemented by a few well-placed boosters, could cover the entire country, clearly and loudly."

The article adds that "it could not only satisfy the great demand for better programs, but might raise the general level of radio productions by serving as a yardstick by which the achievements of commercial stations could be measured."

The new NAB code was cited as an indication that broadcasters were taking heed of the complaints about the industry. "Indeed," the article states, "some of the most pointed and ablest criticism has come from within the studios and agencies themselves, and it is not surprising that a move for improvement has come from a forward-looking group of broadcasters."

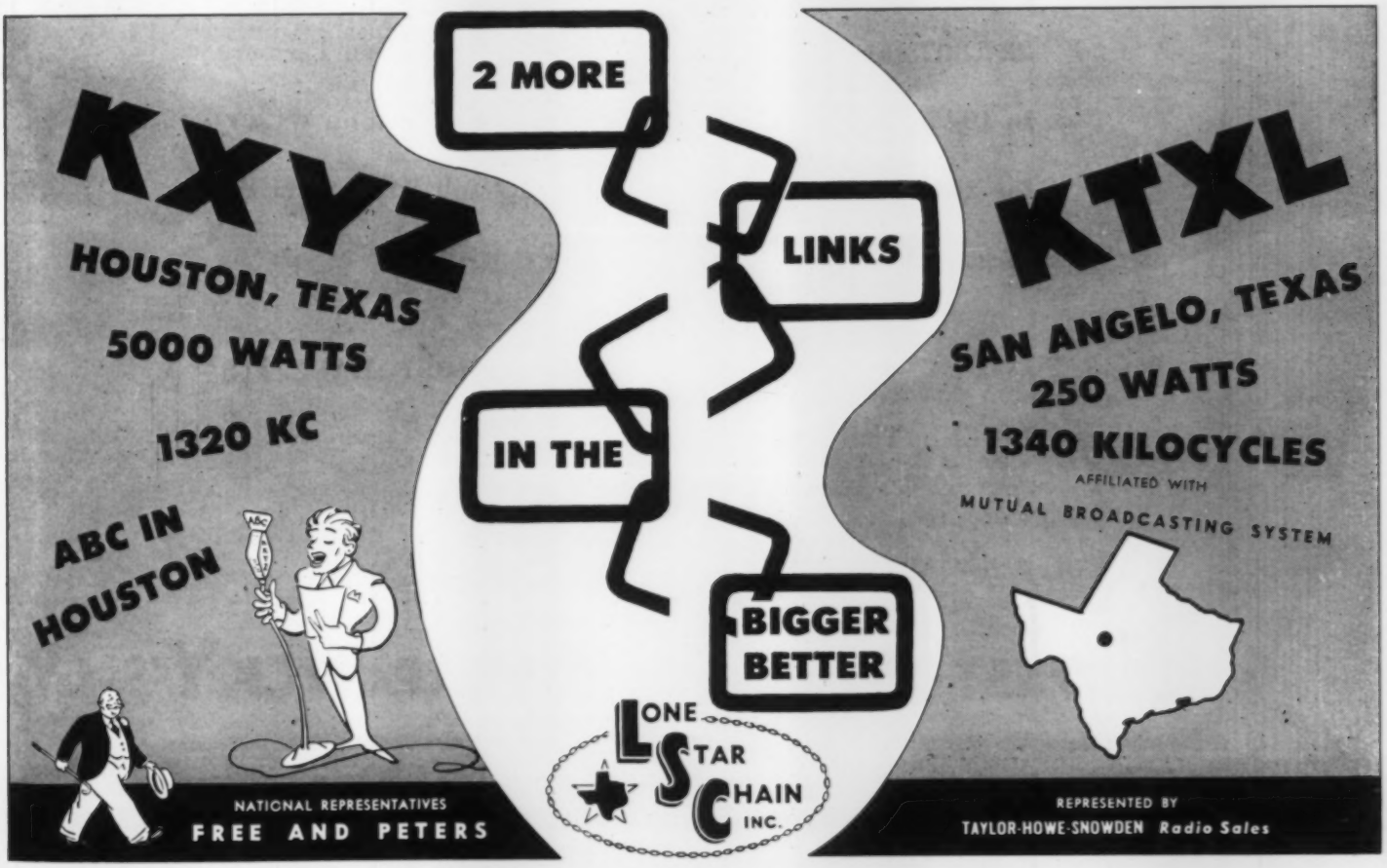
★

JEROME H. SPINGARN, author of "Is Your Radio on Now?" which is abstracted here, concludes in the article that the government should keep "some of the frequencies." These conclusions come as no surprise to those who have followed Mr. Spingarn's career. Before the war he was in the FCC Law Dept. and later a member of the FCC War Problem's Division. He left the FCC to accept a commission in the Navy. As Lieut. Commdr. Spingarn he was loaned to the Senate Small Business Committee as consultant on radio. While there he collaborated with Sen. Glen H. Taylor (D-Idaho) in the report "Small Business Opportunities in FM Broadcasting." Mr. Taylor's leftist leanings are currently demonstrated in his campaign for the vice-presidency on Henry Wallace's third party ticket. The Taylor-Spingarn report urged the FCC to reserve some FM channels for newcomers and ex-GI's. [BROADCASTING, April 15, 1946]. Mr. Spingarn has written a number of articles on radio among which are "Radio Is Yours," a booklet published by the Public Affairs Committee Inc. of New York, which undertook to prove that radio isn't free and profits are enormous [BROADCASTING, Sept. 30, 1946].

Soviets Continue to Jam U. S. 'Voice' Broadcasts

JAMMING of U. S. "Voice of America" broadcasts to Siberia is still going on, State Dept. has reported, despite American protests to Russia several weeks ago.

The interference is said to begin each day just as the U. S. starts transmitting and ceases when our program is completed. The noises occur from 6-6:30 a.m. (EST) on the 6-15 mc frequencies, which is the range used by this country to bring world news and features to eastern Russia. The programs originate in San Francisco with a Honolulu relay, but as far west as Manila reception is hampered by the "jamming."



HERE ARE THE LATEST WCKY JAMBOREE STORIES . . .

Southern Farmer Magazine, one of the outstanding Southern publications, has built a circulation of over 1 million in two years, using radio as the major media. And ONE station, WCKY, has accounted for almost half of this circulation.

Southern Farmer started using the famous WCKY Jamboree in August of 1946. In 22 weeks of 1946-47, WCKY secured 227,807 subscriptions at $1.00 each for Southern Farmer. In 1947-1948 to date, Southern Farmer has been on WCKY for 20 weeks and has secured 186,789 subscriptions at $1 each.

A TOTAL OF 414,596—ALMOST HALF ITS CIRCULATION.

INVEST YOUR AD DOLLAR WCKY'S-LY

XUM

LET'S LOOK AT THE RECORD —

SOUTH CAROLINA MILLS bought three 1-minute announcements a week in WCKY's Jamboree, to distribute its winter catalogue.

This schedule ran from January 7 to February 12th, 1948. These 17 announcements resulted in 45,264 requests for catalogues—

AT A PER INQUIRY COST OF LESS THAN TWO CENTS

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

XUM

Editorial

Last Week

LAST WEEK was momentous on the freedom front. Not because of what was achieved, but rather because it spotlights what the proponents of the basic freedoms seek to attain. And what the dictators want to prevent.

The American Newspaper Publishers Assn. met in New York. The keynote was world freedom of information. Earlier, the American Society of Newspaper Editors had resolved continued vigilance to maintain such freedom.

Last week the conference on World Freedom of Information in Geneva completed its work, with the Soviet Union and its regimented satellites opposing every move envisaging the free flow of news under our Democratic concepts.

In Berlin, Robert Magidoff, NBC correspondent who had been expelled from Moscow on obviously trumped up "spy" charges, told his story. It was not surprising. It showed up the Communistic pattern of distortion and invention to suit its ends.

There has been mysterious jamming of our *Voice of America* broadcasts. Now comes the Soviet counterpart of the Tokyo Rose bleatings of World War II. "Moscow Mary" is wooing the Far East, advising Philippine and other listeners to beware of "American imperialism." From Soviet-subjugated Czechoslovakia an English voice inveighs against "Anglo-American reactionaries."

Awaiting sentence in Boston after conviction for treason is Robert H. Best, last of eight Americans indicted in 1943 on charges of giving aid and comfort to our enemies via broadcasts from Berlin.

There was another development on the freedom front last week too. Final testimony was heard by the FCC on the Mayflower Decision which since its emergence in 1941, has denied the broadcaster the right to become "an advocate," doing violence to our Bill of Rights.

What bearing do these events on the domestic and international scene have upon the radio editorializing issue? They are not as remote as one may think at first blush. You can't have half-free speech or quasi-censorship. The history of the last war shows that the dictators first seized control of radio, through one device or another. Then came the press, the motion pictures and even the pulpit.

At this advanced stage of radio's development, wherein there are twice as many stations as there are daily newspapers, the only material difference between the media is the manner of "publication." Newspapers use the press; radio the microphone. Radio is entitled to access to news on equal footing with the press, say the UN resolutions. The Associated Press, at its annual meeting last week, reported that station members are affording it "quick access to news" in localities where there was no dependable coverage before. All news associations are serving radio. The "press" conference of other years has become the "news" conference.

How then can there be doubt as to radio's right to editorialize, to express itself if it so desires? To place any restriction whatever upon the right of stations to broadcast as they please, within the bounds of our general statutes, is to interfere with freedom of the news—of the press and the radio. Any revision of our nomenclature should take cognizance of radio as within the scope of "the press." Just as the news associations, which print no newspapers but are purveyors of the intelligence, are part and parcel of the press, so is radio. The Commission on Freedom of the Press in its studies at the U. of Chicago has recognized radio as a major segment of "the press."

In the current editorializing proceedings, there is talk of "fairness" of station licensees, of presenting all sides as a matter of regulation. There appears to be some unwillingness to accept the mandate of the framers of the Constitution that Congress shall make no law to abridge freedom of speech and of the press.

The Mayflower proceedings really deal with but one facet of the problem. The right to editorialize is a Constitutional right. It shouldn't be in issue at all. The real issue is the right of the FCC camel to get its nose under the radio programming tent. Editorializing, after all, is but a single component of the station programming structure.

The Whistlers

PUBLISHERS in New York last week found radio figuring more and more prominently on their agenda. Among many radio reports were:

- Publishers of 18 newspapers with circulation under 50,000 have acquired an interest in AM stations since last year.
- 5% of the smaller papers charge for program logs.
- 15 additional papers are considering such a charge.

The last two items were hailed with glee by one speaker who concluded that the increasing number of stations could be looked upon as an additional source of advertising revenue. Another felt that the more stations the thinner "radio advertising" will be spread while newspapers will always represent the "stable" advertising audience.

Isn't it amazing? How intelligent business leaders can accept seriously an argument that station logs are not news and should be published only as an advertisement challenges credulity. But for this same group to romp along with the reasoning that radio can only command a limited appeal for a few odd firms who use "radio advertising" while newspapers continue as the tried and true medium for "stable" advertisers is fantastic.

Poll after poll shows logs are nip and tuck the best-read features of any paper. Where there are competing newspapers we know of no successful attempt to charge for logs. Readers demand them. In one-newspaper towns there have been some who have rammed the charge down broadcaster's throats. Rather than argue they have paid.

What the ANPA wasn't told was that there are already several hundred stations which print their own local program tabloids; that shopping news-type publications avidly seek the privilege of running station logs, and that local display newspaper advertisers have found that spot-lighting logs in their ads improves readership.

Radio has been the most undersold of all of the media, largely because it has won phenomenal acceptance on sheer momentum. The argument that newspapers are "stable," implying that radio isn't, simply is not borne out by the records. The trend in newspaper population has been downward for the last generation. Most of the alert newspapers are in radio up to their eye-brows.

From where we sit it appears as if those who missed the radio boat among the newspaper publishers are now whistling through their dentures.

Our Respects To—

SYDNEY HIRSCH EIGES

ONE DAY last October the *Daily Dispatch* of New Kensington, Pa. (pop. 25,000) found two issues worthy of comment in its editorial columns. One was the absence, which the *Dispatch* regretfully observed, of inspiring leaders among the United Nations. The other, which the *Dispatch* regarded as a brightening incident in the otherwise gloomy scene, was the elevation of a former editor of the New Kensington High School *Kentonian* to a vice presidency of NBC.

"His New Kensington kinsmen and friends are proud of Sydney Eiges," said the editorial. "The former Ken-Hi *Kentonian* editor . . . received the inspiration to enter his chosen field right here in this community . . . Nor do we believe he has yet reached the zenith of his career."

The unqualified accolade from his home town paper, culled by a watchful functionary from the bales of clippings that are regularly examined with desperate eagerness by the NBC press department, came as a mild surprise to Sydney Hirsch Eiges, the new vice president in charge of press. It had been only 17 years before, he remembered, that the New Kensington *Dispatch* had spurned his solicitation of a job.

Mr. Eiges and the *Daily Dispatch* failed to come to terms in 1930, when the boy journalist who was born in New Kensington May 15, 1909, was fresh out of the U. of Pittsburgh with a liberal arts degree. The coolness of the *Dispatch* to his advances was the second hazard he had to overcome in pursuing the newspaper career for which his service as editor of the *Kentonian* had incurably prepared him. The first was his father.

The elder Eiges, a sober merchant in New Kensington, urged his son to become a lawyer, and was unenthusiastic that young Sydney was firmly bent on taking up a questionable profession like journalism.

Rejected by his home town paper, and with his father's reluctant blessings ringing in his ears, young Sydney set out for the big city. He was soon able to report, with recovered pride, that he was working in the Pittsburgh bureau of INS as an office boy, messenger, and reader on the pony wire. When pressed, he mentioned his salary of $15 a week.

By the next summer he had become a reporter. He progressed rapidly in the INS system from then on. He managed the Philadelphia, Harrisburg and Pittsburgh bureaus

(*Continued on page 78*)

XUM

WOV

"Captured the Imagination of the Industry"

Variety—March 17, 1948

Again—for the third time in fact—Variety honors WOV with its coveted Showmanagement Award, this time for imagination in promotion.

WOV accepts with pride not only this Variety Award, but the challenge it imposes.

We renew our determination to an ever-increasing effort in the belief that radio is best served when we serve listeners and sponsors alike.

Ralph N. Weil, General Manager
Arnold B. Hartley, Program Director
The Bolling Company, Nat'l Representatives

WOV
NEW YORK

Exploding the myth that "Collins is higher priced"

It is human to suppose that an article of outstanding merit costs more to buy than others in its field.

But in the broadcasting equipment field, that simply is not true.

In the opinion of broadcast consultants and station engineers, Collins engineering and manufacture have won an unassailable position of leadership.

Yet Collins transmitters, speech equipment and accessories are priced no higher *and in some cases are priced lower* than their best known competition.

A typical example of Collins superiority at low comparative cost is the Collins 20T one-kilowatt AM transmitter shown above. The excellence of its design and construction has been quickly and freely acknowledged by all qualified men who have examined it. Its purchase price and performance are a source of entire satisfaction to the many who have bought and operated it.

The Collins 212A-1 speech input console for AM, FM, Television and high fidelity recording applications, also shown, is another example of extraordinary quality, competitively priced.

For a successful station, high in performance, low in first cost and low in operating and maintenance cost, by all means see us or call us in. Don't let the "high priced" myth stand in your way.

FOR BROADCAST QUALITY AND ECONOMY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St., New York 18, N. Y. **458 S. Spring St., Los Angeles 13, Calif.**

XUM

Mayflower Hearing

(Continued from page 23)

considerations as editorializing, it would have given you specific instructions to do so."

Answering arguments of the advocates of the Mayflower ban, Judge Miller cited former FCC Chairman James Lawrence Fly's reference to radio's influence on public opinion. But, Mr. Miller said:

Is there anything in the First Amendment, or anywhere else in the Constitution, which says that because one medium of communication is more effective in its impact than another, it shall be restrained? Does Mr. Fly mean to suggest that because of the powerful influence of radio broadcasting as a means of communication, it does not come, properly, within the meaning of the First Amendment? One would hardly expect such an argument from a Harvard Law School man . . . In fact, the very potential power of modern newspapers, as well as radio broadcasting, makes it even more important that they be preserved as free media of communication. . . .

In answer to opposition claims that FCC should insure that all people may have access to radio time, Judge Miller reiterated that the free-speech amendment forbids government, not individuals, to abridge free speech.

There is nothing in editorializing, he continued, which involves "clear and present danger to peace, security, health or welfare." For that reason, he emphasized, editorializing clearly falls within the meaning of freedom of speech in the First Amendment. He continued:

The danger implicit in the argument for control of editorializing goes much farther . . . Where will you stop? . . . Will you consider the religious faiths of your applicants, to be sure that each is sufficiently represented in each community? What of race, color, and previous condition of servitude? . . .

Is it not much more reasonable and sensible to regard your task as a limited one, closely connected with the regulation of commerce, and confine your inquiries accordingly? That is certainly a fair and reasonable interpretation of the standard which Congress has entrusted to you, for administration, and one which will avoid the nightmare of censorship and governmental interference into which the other interpretation is leading you.

Claims FCC Duty

He insisted that FCC has the duty "to decide such questions as this in such cases, and in such manner, as will make possible appeals to the Supreme Court, where decisions can be rendered which will settle them beyond all peradventure of doubt. Otherwise, we must continue to operate in obscurity and confusion; never knowing where the lightning of administrative action may strike; never knowing from one year to another the standards of performance which we are expected to observe."

The NAB head elaborated on his views under extensive questioning from the Commission.

He doubted that FCC could properly consider whether an applicant is likely to "deal fairly"; he did not think Congress or the Commission can require fairness.

A qualified applicant who proposed to spend all its time advertising one product could not rightfully be denied for that reason, he said, though he questioned whether such a station could hold an audience.

If the rules governing the taxicab radio service forbid transmission of personal messages, he said in answer to another question, then the rules are "unreasonable," "impossible of administration," and "unconstitutional." He told Comr. Durr, on another question, that free speech would definitely be abridged if Congress should stipulate that Government handle all broadcasting.

Judge Miller said he thought FCC should give no consideration to the number of licenses an applicant holds, until the point of monopoly is approached. Even then, he said, additional legislation is needed.

He maintained that stations have a right, under the Constitution, to "suppress" as well as to present, and that he thought Sec. 315 of the Communications Act, requiring equal opportunity in political broadcasts, is unconstitutional.

MONDAY AFTERNOON

William J. Scripps, director of radio for the *Detroit News*, which owns and operates WWJ-AM, FM and TV Detroit, told the Commission he agreed in principle with Judge Miller but would be satisfied at this time with removal of that portion of the Mayflower dictum which says a licensee must not be an advocate. Upon questioning he indicated he would not object to requiring equal time for opposition views.

Mr. Scripps said WWJ held as its "profound conviction" that as a licensee "we have no moral right to impose on our listeners any line of thinking . . . just because it happens to represent the feeling of the management or ownership of WWJ." He continued, "By the same token I feel that we should not be bound to remain quiet whenever the occasion arises for us to speak out."

A. D. (Jess) Willard Jr., executive vice president, NAB, contended the removal of the editorial ban will encourage more discussion of public issues on the air, make it possible for licensees to present a greater diversity of opinion and put the opinion responsibility where it belongs—"upon the shoulders of the broadcaster himself."

He said:

Perhaps the most absurd effect of the Mayflower decision is the practical effect of its application. The microphone of any broadcasting station is available for editorializing, under the law, to any person in America—except the individual or group to whom, after thorough investigation, this Commission grants a license and holds responsible for the programming of the station.

Thus, no alien may own a station and no citizen owning one may speak his mind upon it. But a foreign Communist agitator may demand time to express his views without hindrance—and, indeed, he may be aided and abetted in this effort by parts of this very decision.

Quoting from BROADCASTING TRENDS [BROADCASTING, Dec. 22, Jan. 12], Mr. Willard pointed out that 88% of U. S. broadcasters "unequivocably believe" they should have the editorial right under the Communications Act and the First Amendment. He added that 55% would undertake editorial activities if the Mayflower ban were removed.

Noting that the diversity of sponsors would safeguard against editorial control from that source, he said he "cannot subscribe to the insinuations . . . that American businessmen would seek to destroy the very freedoms upon which their existence and their success have been founded and maintained."

A lengthy exchange with the Commission on hypothetical cases of opinion monopoly and misuse followed Mr. Willard's prepared brief. He said no requirement for equal time would work and that the voluntary system was the only answer. He had earlier commented on the industry's fair-play tradition and public confidence in controversial matters.

Rex Howell, manager and coowner of KFXJ Grand Junction, Col., identified himself as author of the original resolution calling upon NAB to seek clarification of the Mayflower decision. He took sharp issue with James Lawrence Fly, "to whom goes the dubious distinction of having sired the Mayflower doctrine," on retention of the ban while allowing non-controversial campaigns.

Howell vs. Fly

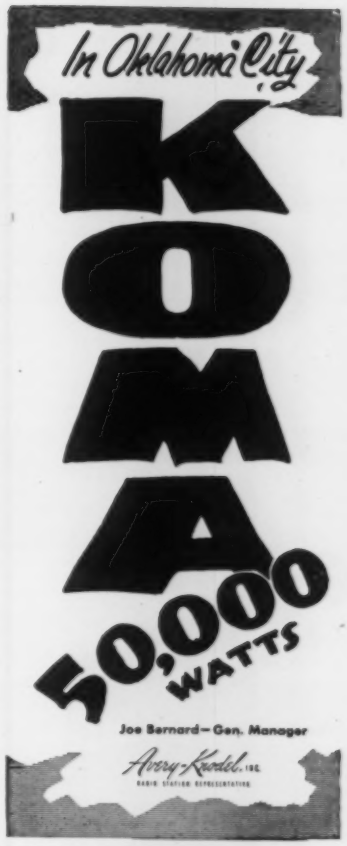
Charging that Mr. Fly's own position was inconsistent, Mr. Howell quoted at length from the former FCC chairman's testimony before the Senate Committee on Interstate and Foreign Commerce of the 78th Congress relating to a bill to amend the Communications Act. He held Mr. Fly's statements to the committee were "diametrically opposite" to the facts of FCC's actions in the Mayflower case.

Mr. Howell testified he was not asking reconsideration of the Mayflower case: "I mean merely throw out the language of the decision that was evidently passed as a result—or expressed in passing." Upon questioning he said not the Commission but the broadcaster should judge fairness in controversy, since each locality and each case is unique.

At this point Chairman Coy stated, "You have put an idea in my mind that I think would be a good one—that all renewal hearings should be held in the community in which the station is located."

Asked by Comr. Sterling why he had never taken the 1941 editorial ban to court, Mr. Howell replied he had continued KFXJ

(Continued on page 62)



NAB's Convention

(*Continued from page 29*)

Willard D. Egolf, WBCC WBCC-FM Bethesda, Md.; Everett Dillard, WASH (FM) Washington, and Howard Lane, WJJD Chicago.

Independents are glad to have this much voice on the board, they say, but add that the membership changes every year and they want permanent places around the directors' table.

When they make their plea before the retiring board, new directors will be present as guests and will hear the independents state their case. Best guess is that the old board will turn the matter over to the new board, which meets May 19 between the Management and Engineering Conferences, main events of convention week.

NAB's evolution has taken the form of a gradual adjustment to industry progress, association officials point out, rather than any sort of a sweeping overhaul. Practically all of the independents who desire board participation, for example, say they want it done in an orderly way with only occasional suggestion that the headquarters regime be thrown out or the administrative pattern upset, NAB executives point out.

Administrative Setup

This administrative setup, with departments covering advertising, labor, research, engineering, programs, FM and legal, has been expanded since the war but not radically changed. These departments serve various facets of industry activities but only one—FM—represents an operating segment of the industry. Other segments such as large, medium or small stations, or television, do not have departments.

Small stations have a division in the Dept. of Broadcast Advertising and the NAB board has endorsed the idea of adding a television assistant in the Program Dept. Otherwise the setup is nonfunctional. Departments service all types of stations in their specialized roles. Charles A. Batson, NAB information director, is conducting a long-range study of television progress.

Members of the board represent districts; large, medium and small stations; FM (A and B) stations. When TV membership reaches 25 a TV director will be elected to the board. However, there are only three or four TV members at present. A TV membership drive has been approved but no effort has made to carry it out.

When the NAB by-laws were amended to limit voting for directors-at-large to the separate classes of members to be represented, the change was a move toward a functional association. So, too, were the provisions for FM, television and facsimile directors. NAB and Television Broadcasters Assn. have discussed merger but nothing definite has been done.

Thus NAB now finds itself somewhat of an administrative mongrel —part functional and part industrywide in character.

On behalf of functional operation, such as independent board members or an independents' department, it is contended that each such industry facet should have its own voice in conduct of NAB affairs. Against that is the contention that many associations are wrecked when they are drawn into functional divisions because of the widely divergent interests. Moreover, such groups as affiliates, clear-channel outlets, and others with special interests probably would demand directors, it is suggested.

Independents contend nobody speaks for them in board meetings. Nearly all directors represent network affiliates, they say. On the other hand, directors who represent affiliate stations claim they don't speak in any way for the networks. If anything, they add, they vote against network interests. The networks, now associate members of NAB, are no longer represented by directors.

FIRST 15 PROGRAM HOOPERS— April 15 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
McGee & Molly	144	S. C. Johnson & Son (NL&B)	26.3	26.2	+0.1	2
Jack Benny*	163	American Tobacco (FC&B)	24.9	21.5	+3.4	7
Amos 'n' Andy	151	Lever Bros. (R&R)	23.7	23.4	+0.3	6
Radio Theatre	153	Lever Bros. (JWT)	23.6	23.6	0	5
Walter Winchell*	219	Andrew Jergens (Orr)	23.5	17.3	+6.2	15
Fred Allen	162	Ford Dealers (JWT)	23.0	21.3	+1.7	8
Bob Hope	130	Pepsodent Div. Lever Bros. (FC&B)	22.1	30.9	—8.8	1
Bandwagon	161	F. W. Fitch (Ramsey)	20.5	15.8	+4.7	18
Charlie McCarthy	148	Standard Brands (JWT)	20.1	20.2	—0.1	11
Godfrey's Talent Scouts	149	Lipton Co. Div. Lever Bros. (Y&R)	19.6	---	---	---
Truth or Consequences	144	Procter & Gamble (Compton)	18.5	19.1	—0.6	13
My Friend Irma	147	Lever Bros. (Y&R)	18.2	---	---	---
Red Skelton (CH)	161	B. & W. Tobacco (Seeds)	17.4	24.7	—7.3	4
Music Hall	144	Kraft Foods (JWT)	17.3	12.5	+4.8	38
Duffy's Tavern	140	Bristol-Myers (Y&R)	17.2	19.6	—2.4	12

* Includes second broadcast. CH—Computed Hooperating.

TOP 10 DAYTIME HOOPERS—April 15 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Aunt Jenny	59	Lever Bros. (R&R)	8.3	7.6	+9.7	4
Ma Perkins (CBS)	81	Procter & Gamble (D-F-S)	8.2	8.2	0	1
Our Gal, Sunday	80	Whitehall Pharmacal (D-F-S)	7.9	6.5	+1.4	13
Right to Happiness	148	Procter & Gamble (Compton)	7.7	6.2	+1.5	14
Big Sister	91	Procter & Gamble (Compton)	7.7	7.0	+0.7	7
Romance of Helen Trent	78	Whitehall Pharmacal (D-F-S)	7.6	6.6	+1.0	9
When a Girl Marries	77	General Foods (B&B and Y&R)	7.4	7.7	—0.3	3
Portia Faces Life	89	General Foods (B&B and FC&B)	7.4	7.8	—0.4	2
Pepper Young	149	Procter & Gamble (Pedler & Ryan)	7.2	6.6	+0.6	8
Young Widder Brown	145	Sterling Drug (D-F-S)	7.1	7.1	0	6

TREND TO PAID LOGS EMPHASIZED BY ANPA

A "GROWING TREND" among U. S. newspaper publishers to charge regular space rates for radio log listings was noted last week by Cranston Williams, general manager of the American Newspaper Publishers Assn. whose 62nd annual meeting was held in New York April 20-22.

Summarizing some of the views expressed during the meeting by individual publishers in attendance, Mr. Williams said many felt that log space should be sold because of the great increase in recent years in the number of stations, particularly FM and television. The ANPA said it had no figures on the number of papers which have begun to charge for radio listings, but it was understood that only a small fraction of U. S. dailies have taken such a stand.

Earlier in the ANPA meeting several publishers went on record as being unworried over advertising competition from radio.

1-A Duplication

(*Continued from page 32*)

WLW with 750 kw and WOR with 50 kw.

3. If present 1-A's were converted to 1-B channels, "then presumably five unlimited-time stations could be put on each such channel; this figure represents the average number of unlimited-time stations presently authorized on 1-B channels. On the same basis, about 17 stations per channel could be authorized if the frequencies were classified as regional channels, and approximately 100 to 150 stations per channel could be authorized if the frequencies were reclassified as local channels."

4. ". . . there would be no adjacent-channel interference daytime to any of the existing 13 stations operating on 710 kc nor to any of the 18 stations operating on 730 kc if WGN [Chicago] were authorized to operate with 750 kw [on 720 kc]. The nighttime situation is more difficult to predict . . ."

With respect to WOR [710 kc] "there would be either no interference or at the most a small amount of interference to its groundwave signal. However, in the case of its skywave service, the adjacent - channel interference would be objectionable, ranging from moderate to very severe, depending on the method utilized for computing interference.

"In the case of the remaining eight stations that operate nighttime on 710 kc, there would be no interference at all to six of them. In the case of two stations (WHB Kansas City and KGNC Amarillo) there might be some adjacent-channel interference but it would not be any higher than the interference these stations already receive from other stations already operating on the same channel." There are no U. S. stations on 730 kc at night.

5. "If power of Class 1-A stations is increased to 750 kw, adjacent channels would not have to be blocked off . . . Even under present conditions, adjacent-channel interference must be considered in making assignments. If the power of some stations is increased and the power of stations on adjacent channels remains the same, the extent of adjacent-channel interference would increase. This factor would have to be taken into account in determining the location and frequency of any station authorized to use 750 kw, if that power should ultimately be authorized."

During daytime regionals or locals adjacent to 750-kw 1-A's would have to be located 100 to 600 miles from the 1-A to avoid adjacent channel interference (the distance would depend upon frequency and soil conductivity in each case). At night, "utilizing the best information available, it can be assumed that regional or local stations would have to be located . . . not more than 600 to 900 miles from a station operating with 750 kw if adjacent-channel interference is to be avoided to the normally protected contour of the regional or local station."

6. ". . . if two 50-kw stations are located on the East and West Coast, respectively, if they are to protect each other's service area their directional antennas would necessarily have to be designed so as to direct their signals away from each other. Thus, a large part of the signal would be directed into the Atlantic and Pacific oceans. With respect to the question of the amount of power the stations could use, it should be pointed out that if two stations can operate with 50 kw power with no interference, they can operate with 500 or 750 kw or any other power so long as the power of the stations is equal."

Mrs. Frank Cady

FUNERAL SERVICES were held last Friday at Booneville, Ind., for Mrs. Frank Cady, 73, mother-in-law of FCC Chairman Wayne Coy. Mrs. Cady, whose survivors include Mrs. Coy and two sons, John F. Cady of Washington, D. C., and George Cady of Evanston, Ill., died Tuesday night. Mr. Coy left Washington for Booneville Wednesday morning. He expected to be away from his office for about 10 days.

THEY KNEW
WHAT THEY WANTED
And, like many other radio engineers, they also knew where to bring their plans for successful completion.
Among recent Blaw-Knox installations is this rugged 500 ft. Special Heavy Duty H 40 Tower for the Crosley Broadcasting Corporation's Station WLWT, supporting a 5-section RCA Television Antenna.
Tower-building experience dating back to the days of "wireless" is at your disposal when you enlist the services of Blaw-Knox engineers.
BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING • PITTSBURGH 22, PA.
BLAW-KNOX ANTENNA TOWERS

Mayflower Hearing

(Continued from page 59)

editorials after 1941 and had never been questioned in renewal proceedings.

Comr. Durr inquired: "You were perfectly willing to take that chance?" The witness replied, "Yes sir, I have recordings in Washington of some of my editorials which I would be glad to play for the Commission at any time." In his brief Mr. Howell had related the community betterment record achieved by KXFJ editorials over the years.

TUESDAY MORNING

Ralph W. Hardy, executive assistant of KSL Salt Lake City in charge of public affairs, and chairman of the NAB Educational Standards Committee, felt that broadcasters generally would adopt a policy of fairness in exercising the right to editorialize, but that they should be allowed to do so voluntarily, "and not by government decree."

He said advocacy already is "an integral part of the majority of the decisions a broadcaster makes affecting the choice, placement, and content of program material," and that "individuality of viewpoint" will increase as competition for audiences grows keener.

Commission members questioned Mr. Hardy at length. At one point Comr. Walker said he was "quite shocked" to hear a "responsible broadcaster" take the position that, because newspapers have a right to present one-sided pictures, stations have a similar right and that the matter is no concern of FCC's.

Dr. Fred Siebert, director of the School of Journalism of the U. of Illinois and member of the Council on Radio Journalism and the American Council on Education for Journalism, maintained that radio "cannot fulfill its public service responsibilities to the fullest extent without the right to editorialize."

Appearing as an educator and communications student and not in his official capacity, he asserted that the Mayflower ban "comes closer to violating the First Amendment and Sec. 326 of the Federal Communications Act than any of the other controversial positions taken by Congress or this Commission, including the political candidate clause (Sec. 315), and the so-called power of program review."

PROGRESS of KEX Portland on occasion of its power boost to 50 kw [BROADCASTING, April 12] is discussed at party given by Free & Peters, station representative, by (l to r) Jack Runyon, manager of Biow Co. Hollywood office; Steve Conley, general manager of Westinghouse Radio Stations Inc.; Jack F. Kerr, advertising manager of Kerr Glass Mfg. Corp., Los Angeles, and Charles S. Young, manager of KEX.

Dr. Siebert told the Commission that "complete objectivity" is found "only in divinity," and that "I would rather see controversial issues discussed with occasional and active instances of unfairness, than see a system where all discussion is banned because some one station or broadcaster does not meet the 100% standard of fairness."

Suggests Trial Period

"If after a period of experimentation with full freedom to editorialize it developed that broadcasters in significant numbers were presenting grossly unfair and extremely biased viewpoints to the exclusion of opposing opinions," he said, "limitations might be put upon this function in a broad and general way, but extreme care should be taken to see that the limitations are both broad and general."

He said "no newspaper and no radio station could long survive under a legal compulsion to present all . . . points of view."

A station's moral responsibility to present opposing sides, he said, is lessened when a diversity of views is available from other media.

William B. Quarton, general manager of WMT Cedar Rapids, felt that "you can take it as a rule of thumb that the danger of losing . . . public confidence [in radio] is the most potent force for the use of discretion in editorializing."

He maintained that "there is far less concentration of ownership in broadcasting than in any other news medium," and that "the legend of radio's bigness vanishes when it is reduced to its true local level." He said:

These people [broadcasters] cannot live in their communities without taking part in the lives of their communities. That is why they need the right of free speech. A broadcaster's contribution to his community's culture and welfare lies in his broadcasting, first of all. In practicing that profession, he needs to be able to practice it fully and freely, governed by his own moral sense and by self-imposed standards of decency, not by government-dictated rules.

Under cross-examination he said WMT is under "absentee ownership," which prompted FCC counsel to question his plan for having WMT editorial policy set by a group of station executives who, the counsel noted, are not licensees. Mr. Quarton reiterated that the owners leave the operation of the station, on the local and regional level, in the hands of the local management.

TUESDAY AFTERNOON

Commdr. T. A. M. Craven, director-at-large for medium power stations on the NAB board, vice president of Cowles Broadcasting Co. and general manager of WOL, Cowles Washington outlet, stated, "I feel that the Commission . . . or the government . . . has no place . . . through decision dicta or by findings to enter the field of programming, or the manner of reporting, or the manner of expressing an opinion, or what is said or what is not said in any form whatsoever."

Asked by Comr. Sterling whether he failed to participate in the Mayflower decision because he was "confused" upon the issue, the former FCC member said he was absent at the time. He stated he did not realize the import of the case: "Asleep at the switch, in other words."

Chairman Coy inquired if Commdr. Craven objected, when he was with FCC, to overall review of program structure. The witness replied he had told the Congressional Select Committee investigating FCC about that time that there was "no specific answer to public interest, convenience and necessity that any layman can give."

Commdr. Craven asserted that "the restriction in the number of channels is a creature of the government's own making" and that this is "all the more reason why the government should not use this excuse for abridging anyone's right to express opinions or to utilize one's own method of reporting news." The former commissioner said there "is actually no dearth of radio facilities." Even a severe shortage of paper in other media of mass communication would not justify the government's interference with free expression, he stated.

Questioned by Durr

Asked by Comr. Durr what sanctions he would invoke if broadcasters were unfair, Commdr. Craven stated the one sanction that cannot be invoked is government. He added that broadcasters "have the right to be unfair."

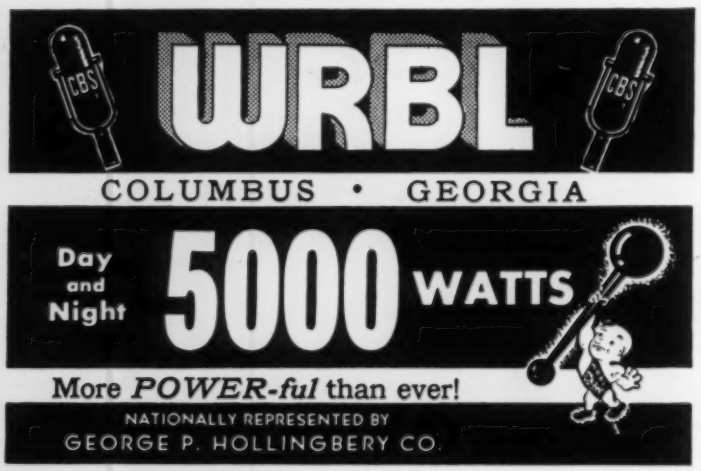
To Comr. Durr's concern about freedom from private enterprise Commdr. Craven said, "The very Constitution of the United States lets the public determine that. The public is much better able than the government to discern these matters."

"How does the public operate if it doesn't use government machinery?" Comr. Durr questioned. The former commissioner replied, "In the field of radio we know very quickly how the public operates. They [broadcasters] don't get any listeners."

Appearing for a second time and in his own behalf, ex-FCC Chairman James Lawrence Fly took the stand in defense of the Mayflower decision, issued during his Commission tenure. Replying to earlier charges by Rex Howell, Mr. Fly opened his statement with the comment, "I do think in passing it is of some importance that the Commission's own administrative record in the Mayflower case be not befogged by the duststorm that howled in here yesterday from Grand Junction."

Mr. Fly continued: "It must be

(Continued on page 68)



NEW VOICE of a NEW ALASKA

KENI

Anchorage Alaska

5000 Watts - 550 K.C.

Now on the Air!

KENI's new transmitter on the outskirts of Anchorage is a fitting symbol of America's NEW economic frontier—a land of bustling and booming activity . . . new cars, fluorescent-lighted stores, modern theatres and sleek airliners. It stands for the NEW Alaska as surely as the totem pole symbolized the geographic frontier of the Alaska of yesteryear . . . a territory of trading posts, the wireless, sourdoughs and dogsleds. KENI now joins her sister station—Alaska's famed KFAR at Fairbanks—as the NEW voice of the NEW Alaska . . . studios modern as an agency reception room . . . stations as virile as the vast area they serve.

Fairbanks—KFAR—10,000 Watts 660 K.C.

Anchorage—KENI—5000 Watts 550 K.C.

Sold separately—or in combination at 20% reduction.

MIDNIGHT SUN BROADCASTING CO.

A. E. Lathrop, Pres. Alvin O. Bramstedt, Gen. Mgr.

GILBERT A. WELLINGTON, Natl. Adv. Mgr.

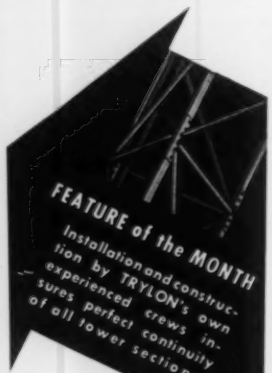
1014 American Building • Seattle 4, Washington

TRYLON LADDER TOWERS

No. 3 in a Series of Six Advertisements Presenting Features Important to You

TWICE as many important features ...no penalty in price

It's surprising that all other guyed vertical radiators don't have half of these features. But, even stranger, some do not have *one* of them. Discriminating TRYLON owners, though, now enjoy the "extra-bonus" of all these important constructional advantages:


FEATURE of the MONTH
Installation and construction by TRYLON's own experienced crews insures perfect continuity of all tower sections!

1. Prefabricated "Pres-tite" guy wire connections.
2. Three Steatite insulators with "Equi-Temp" base section.
3. Low resistance, no bonding or brazing necessary at the splices.
4. "Easy-to-climb" ladder on each tower.
5. Hot dip galvanizing to rigid Army and Navy specifications.
6. "Palnuts" for every bolt.

And, not shown, concrete on metal anchors — a safety "must."

Ask for your copy of Catalog B now!

Phone, wire or write Tower and Antenna Division.

WIND TURBINE COMPANY
West Chester, Pennsylvania

TRYLON LADDER TOWERS

FCC Actions

(*Continued from page 49*)

Decisions Cont.:

WTWA Thomson, Ga.—Granted license for new station 1240 kc 250 w unl.

WATK Bolling, Va.—Granted license for new station 900 kc 250 w D.

KOVO Provo, Utah.—Mod. CP change type trans. and change trans. location.

KCLW Hamilton, Tex.—Mod. CP change type of trans. and for approval of ant. and studio locations.

KTXJ Jasper, Tex.—Mod. CP change type of trans. and for approval of ant. and studio locations.

KGO-TV San Francisco—Mod. CP new TV station, to change studio and trans. locations, change equipment, increase ERP to vis. 29.1 kw, aur. 14.6 kw, and make ant. changes.

WEOA Evansville, Ind.—CP install new trans.

WRRF Washington, N. C.—Authorized cancellation of CP to make changes in vertical ant. and mounting FM ant. on AM tower.

The following were authorized extension of completion dates as shown:

WSOC Gastonia, N. C. to 6-30-48; KJAY Topeka to 8-15-48; KELO Sioux Falls to 6-1-48; KSOL Yuma, Ariz. to 10-1-48; KYSM Mankato, Minn. to 6-1-48; WBBR Staten Island to 6-30-48; WREN Topeka to 6-28-48.

WNMP Evanston, Ill.—Granted license for new station 1590 kc 1 kw D and change studio location.

WPAD Paducah, Ky.—Granted license covering installation of new vertical ant., change in trans. location and installation of a new trans.

WNAB Bridgeport—Granted license covering installation of new trans.

WJJJ Montgomery, Ala.—Granted voluntary assignment of CP to Southern Bcstg. Co Inc.

KROX Crookston, Minn.—Granted mod. of CP to change type of trans., and for approval of ant. and trans. location.

WSUA Bloomington, Ind.—Granted CP to mount FM ant. on top of AM tower.

WGYV Greenville, Ala.—Granted mod. of CP for approval of ant., trans. and studio locations.

WNAX Yankton, S. D. — Granted extension of completion date to 7-9-48.

WBAB Press-Union Pub. Co., Atlantic City—Same except to 11-1-48.

WIZZ Wilkes-Barre, Pa.—Granted extension of completion date to 9-28-48.

W5XPH Albuquerque—Same except to 6-1-48.

KULP El Campo, Tex.—Granted license for new station 1390 kc 500 w D and to change studio location.

WDNC Durham, N. C.—Granted license covering installation of new trans. and DA DN, change in frequency, increase in power and change in trans. location and mount FM ant. on AM tower.

KGON Oregon City, Ore.—Granted vol. assignment of license to Clackamas Bcstrs.

KSLH St. Louis—Granted mod. of CP to change trans. and studio locations and make changes in ant. system.

The following were granted extension of completion dates as shown:

WSIX-FM Nashville to 7-4-48; WBON Bowling Green, Ky. to 7-12-48; WTAG-FM Worcester to 10-27-48; KWNO-FM Winona, Minn. to 4-30-48; WKJG-FM Fort Wayne to 5-31-48; KRFM to 10-27-48; WUSJ Lockport, N. Y. to 7-25-48; KOIN Portland, Ore. to 6-15-48; KAYS Hays, Kans. to 9-5-48; KWFT Wichita Falls, Tex. to 8-7-48; KBMT San Bernardino to 10-27-48; WSBF South Bend to 5-31-48; WSOU South Orange, N. J. to 7-15-48; WVJS-FM Owensboro, Ky. to 7-1-48; WNAO-FM Raleigh, N. C. to 6-28-48; WMBH Joplin, Mo. to 7-11-48; WKMO-FM Detroit to 5-3-48; WKOK-FM Sunbury, Pa. to 10-25-48; W6XNO Hollywood to 11-4-48.

WAGA-FM Atlanta—Granted mod. of CP to change make and type of trans.

The following were granted extension of completion dates as shown:

KGBX-FM Springfield, Mo. to 7-22-48; WWOD-FM Lynchburg to 7-1-48; WRNJ-FM Racine, Wis. to 6-21-48; WVMA Manchester, N. H. to 9-17-48; WFLA-FM Tampa to 5-1-48; KLTL Longview, Tex. to 7-2-48; WBOE Cleveland to 6-29-48.

April 20 Applications . . .

ACCEPTED FOR FILING

AM—1150 kc

Forrest City Bcstg. Co. Inc., Forrest City, Ark.—CP new standard station on 1490 kc 250 w unl. AMENDED to change frequency from 1490 to 1150 kc, power from 250 w to 1 kw D, unl. to D, change type of trans. and change in stockholders.

AM—1450 kc

The Acme Bcstg. Co., Elizabethtown, Ky.—CP new standard station on 1450 kc 250 w unl. AMENDED re officers, directors and stockholders.

License for CP

WAPF McComb, Miss.—License to cover CP new standard station.

Modification of CP

WWPB-FM Miami—Mod. CP new FM station for extension of completion date.

WCFL-FM Chicago—Same.

WOC-FM Davenport—Same.

WKYC Paducah, Ky.—Same.

WBOC-FM Salisbury, Md.—Same.

WGBG-FM Greensboro, N. C.—Mod. CP new FM station to change ERP from 36 kw to 39.7 kw, ant. height above average terrain from 400 ft. to 396.5 ft. and make changes in ant. system.

WTVJ Miami—Mod. CP new commercial television station for extension of completion date. AMENDED to change completion date from 12-15-48 to 8-15-48.

WAVE-TV Louisville, Ky.—Mod. CP new commercial television station to change ERP from vis. 16.6 kw, aur. 10.0 kw to vis. 24.1 kw, aur. 12.7 kw, and make changes in ant.

WBEN-TV Buffalo—Mod. CP new commercial television station for extension of completion date.

WFIU Bloomington, Ill.—Mod. CP new non-comercial education station for extension of completion date.

TENDERED FOR FILING

TV—76-82 mc

The Daniels and Fisher Stores, Denver—CP new commercial television station to be operated on Channel 5, 76-82 mc, ERP of vis. 17.7 kw, aur. 9.1 kw.

TV—180-186 mc

Guy Gannett Bcstg. Services, Portland, Me.—CP new commercial television station to be operated on Channel 8, 180-186 mc, ERP of vis. 27.49 kw, aur. 13.75 kw.

TV—192-198 mc

WAGE Inc., Syracuse—CP new commercial television station to be operated on Channel 10, 192-198 mc, ERP of vis. 30 kw, aur 15 kw.

AM—1450 kc

Bethesda Camp Meeting Grounds Inc., Anaheim, Calif.—CP new standard station to be operated on 1450 kc 100 w unl.

Assignment of License

WJLS WJLS-FM Beckley, W. Va.—Consent to assignment of license of AM and CP for FM station to Joe L. Smith Jr. Inc.

WKNA WKNA-FM Charleston, W. Va.—Consent to assignment of license of AM and CP of FM station to Joe L. Smith Jr. Inc.

Transfer of Control

WKWK WKWK-FM Wheeling, W. Va.—Consent to transfer of control of AM and Permittee of FM station to Joe L. Smith Jr. Inc.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,645 licensed, 343 construction permits, 291 applications in pending file, 320 applications in hearing; FM—120 licensed, 149 conditional grants, 757 CPs (of which 350 are on air under special temporary authority) 66 applications pending, 39 applications in hearing; television—seven licensed, 86 CPs (of which 14 are on air), 212 applications pending of which 120 are in hearing.

April 22 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KYSO Yuma, Ariz.—Mod. CP new standard station for extension of completion date.

AM—970 kc

Stanislaus County Bcstrs. Inc., Modesto, Calif.—CP new standard station on 970 kc 1 kw DA-N unl.

Modification of CP

WIRK West Palm Beach, Fla.—Mod. CP change in hours of operation, install DA (DA-2) for DN to make change in the DA system to change from employing DA-2 to DA-1.

WGR Buffalo—Mod. CP an increase in power and changes in DA for N use and make changes in ant. and ground system for extension of completion date.

WMFF Plattsburg, N. Y.—Mod. CP change in frequency, increase in power, installation of new trans. and DA for DN and change in trans. location for extension of completion date.

WRUN Utica—Mod. CP new standard station for extension of completion date.

License for CP

KEX Portland, Ore.—License to cover CP increase in power, installation of new trans. and DA-DN use and change in trans. and studio locations.

Modification of CP

WJBY-FM Gadsden, Ala.—Mod. CP new FM station for extension of completion date.

WABB-FM Mobile, Ala.—Same.

FM—101.9 mc

Jay P. Beard and Veda F. Beard d/b as Regional Bcstg. Co., Jonesboro, Ark.—CP new FM station (Class B) on 101.9 mc, Channel 270, ERP of 8.1 kw and ant. height above average terrain 196.7 ft.

KSFH San Francisco—Mod. CP new

(*Continued on page 66*)

A RADIO HEAD— —LINER

Montana-born, educated

Chet (10:00 Wire) Huntley

MONTANA HEADLINERS

The ART MOSBY STATIONS

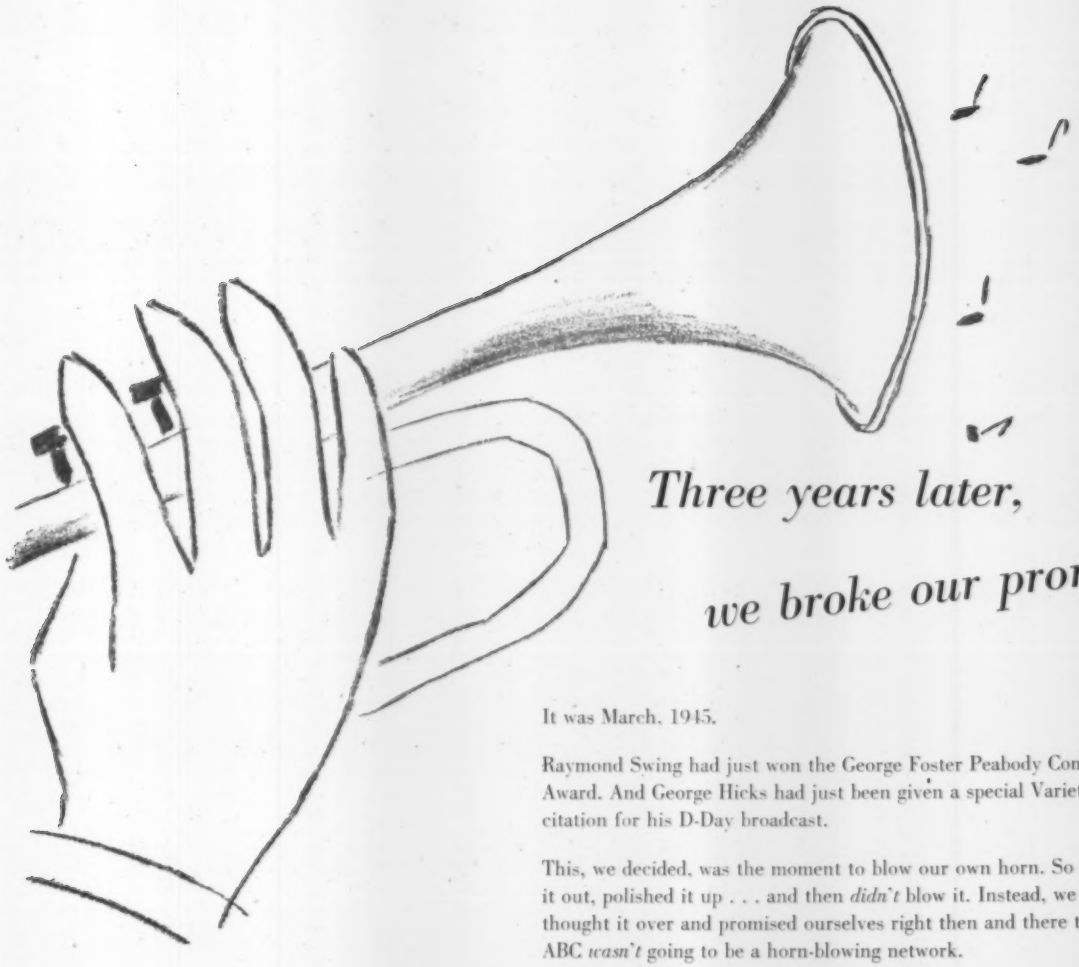
CBS KGVO KANA · KGFM

5 KW DAY • 1 KW NITE MISSOULA

ANACONDA BUTTE 250 W

GREAT FALLS 5 KW IN PROGRESS

MONTANA



Three years later, we broke our promise

It was March, 1945.

Raymond Swing had just won the George Foster Peabody Commentator Award. And George Hicks had just been given a special Variety citation for his D-Day broadcast.

This, we decided, was the moment to blow our own horn. So we got it out, polished it up . . . and then *didn't* blow it. Instead, we thought it over and promised ourselves right then and there that ABC *wasn't* going to be a horn-blowing network.

Elmer Davis

For three years and one month, we kept our promise. Then, last week, along came the same Peabody Award fellows with another Commentator Award, **this time** for Elmer Davis.

Plus an award for The Theatre Guild on the Air.

Plus an award for The Boston Symphony Orchestra.

The Theatre Guild on the Air

With *three* of the most coveted awards in radio confronting us, there was no resisting temptation. So with our pride showing from fifty feet away, we picked up our horn and blew three loud tootles for Elmer, and the Theatre Guild, and the Boston Symphony. And while we were at it, we threw in a short Hip-Hip for other ABC prizewinners of recent months: *Henry Morgan*, *Bing Crosby*, *Walter Winchell*, *Candid Microphone*, *The Greatest Story Ever Told*, *Mr. President*, *Milton Cross*, *David Harding—Counterspy*, *Drew Pearson*, *America's Town Meeting*, *The Metropolitan Opera*, *Land of the Lost*, *Baukhage*, and *The American Farmer*.

Serge Koussevitzky

Now that we've sounded off, we're putting our horn quietly away. We're going back to being our modest selves, and we'll never, never toot again. *What, never?* Well . . . hardly ever.

ABC American Broadcasting Company

A NETWORK OF 261 RADIO STATIONS SERVING AMERICA

KFMB
sells
SAN
DIEGO
...better
than ever!
Now 1000
watts on 550 kc
Remember! More power
means more sales to
more people . . .
KFMB
* Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Kay Shanahan
Hixson-O'Donnell Adv. Co.
New York City

Dear Kay:

Harold Stassen wuz in town t'other day registern fer th' Wes' Virginia presidential primary. Mort Cohn, WCHS special evence man, met him at th' airport. Good thing too, fer Stassen only stayed fer an hour . . . No other radio stations around so WCHS was alone in gettin him on th air . . . Goes to prove what mos' people roun' here take fer granted . . . To get th' best from yer radio, keep yer dial at 580 fer 5000 watts worth o' service.

yrs, in CBS

Algy.

WCHS
Charleston, W. Va

FCC Actions

(Continued from page 64)

Applications Cont.:

FM station for extension of completion date.

WSB-FM Atlanta—Same.

KSO-FM Des Moines—Same.

Assignment of License

WGHF New York—Assignment of FM license from William G. H. Finch to WGHF Inc.

License for CP

WSLS-FM Roanoke, Va.—License to cover CP new FM station.

TV—66-72 mc

KTAR Bcstg. Co., Phoenix—CP new commercial television station on Channel 4, 66-72 mc, ERP of vis. 1.53 kw, aur. 0.85 kw unl.

TV—76-82 mc

California Inland Bcstg. Co., Fresno CP new commercial television station on Channel 5, 76-82 mc, ERP of vis. 17.1 kw, aur. 9 kw unl.

TV—82-88 mc

Sacramento Bcstrs. Inc., Sacramento —CP new commercial television station on Channel 6, 82-88 mc, ERP of vis. 15 kw, aur. 7.5 kw unl.

TV—186-192 mc

Troy Bcstg. Co. Inc., Troy, N. Y.—CP new commercial television station on Channel 9, 186-192 mc, ERP of vis. 10.0 kw, aur. 6.8 kw unl.

Modification of CP

WBNT Columbus, Ohio—Mod. CP new commercial television station change frequency from Channel 6, 82-88 mc, to Channel 10, 192-198 mc, to change ERP vis. 16.0 kw, aur. 8.0 kw to vis. 28.44 kw, aur. 14.22 kw, to change studio and trans. locations.

TV—186-192 mc

Radio Wisconsin Inc., Madison—CP new commercial television station on Channel 9, 186-192 mc, ERP of vis. 26.78 kw, aur. 13.39 kw unl.

Petition for reconsideration and grant or, in the alternative, to institute rule-making procedure for the purpose of amending Sec. 3.606 of the rules and regulations of the FCC.

TV—82-88 mc

Maryland Bcstg. Co., Baltimore—CP new commercial television station on Channel 6, 82-88 mc, ERP of vis. 1.702 kw, aur. 0.851 kw unl.

TENDERED FOR FILING

FM—97.9 mc

Bethesda Camp Meeting Group Inc., Anaheim, Calif.—CP new FM station on 97.9 mc, Channel 250 and ERP of 3 kw.

TV—186-192 mc

Aladdin Television Inc., Denver—CP new commercial television station on Channel 9, 186-192 mc, ERP of vis. 31.6 kw, aur. 15.8 kw unl.

TV—210-216 mc

KFEQ Inc., St. Joseph, Mo.—CP new commercial television station on Channel 13, 210-216 mc, ERP of vis. 2.33 kw, aur. 1.17 kw.

Transfer of Permittee

WTVJ Miami—Consent to transfer of permittee corp. to Wolfson-Meyer Theatre Enterprises Inc.—Mitchell Wolfson, Sidney Meyer, Frances Wolfson, Zenia Meyer.

AM—1570 kc

Home Bcstrs. Inc., Logansport, Ind. —CP new standard station on 1570 kc, 1 kw D.

AM—1410 kc

WGRD Grand Rapids—CP to change hours from D to unl., power from 1 kw D to 1 kw DN and install DA-N.

Assignment of CP

WMGN Morganton, N. C.—Consent to assignment of CP for FM station to John P. Rabb.

KOWB Laramie, Wyo.—Consent to assignment of CP to Snowy Range Bcstg. Co. Inc.

April 22 Decisions . . .

ACTIONS ON MOTIONS

By The Commission

WRUN Utica, N. Y.—Granted request for waiver of Sec. 2.43 of rules in order to permit daytime only program tests.

WIBX Utica, N. Y.—Granted mod. CP to make changes in DA array. Action taken 4-20.

By Commissioner Sterling

WCAZ Carthage, Ill.—Denied petition for leave to intervene in the proceeding on application of WCFL.

Mt. Pleasant Bcstg. Co., Mt. Pleasant, Tex.—Ordered that the hearing scheduled for April 21 be continued to May 12.

WJMR New Orleans—Granted petition to dismiss without prejudice its application.

Bert Williamson, Martinez, Calif.—Ordered that the hearing scheduled for April 21 be continued to May 21, in re his application for CP.

Hearings Before FCC . . .

APRIL 26

AM—Further Hearing

Oral J. Wilkinson, Murray, Utah—CP 1230 kc 250 w unl.

Weber County Service Co., Ogden, Utah—CP 1240 kc 250 w unl.

Party respondent: K V N U Logan, Utah.

Television Facilities

KWLS San Francisco—For television facilities.

Show Cause

KTSW Emporia, Kan.—Order to show cause.

AM—Further Hearing

Norman Bcstg. Co., Norman, Okla. —CP 1400 kc 250 w unl.

University City Bcstg. Co., Norman, Okla.—CP 1400 kc 250 w unl.

Cleveland County Bcstg. Co., Norman, Okla.—CP 1400 kc 250 w unl.

KTOW Oklahoma City—CP 1400 kc 250 w unl.

Capitol Bcstg. Co., Trenton, N. J.—CP 1260 kc 1 kw unl.

WSWZ Inc., Trenton, N. J.—CP 1260 kc 5 kw DA (DA-1) unl.

Parties respondent: WOV New York; WHBI Newark, N. J.

Intervenors: WNDR Syracuse, N. Y.; WNAC Boston, Mass. Interventor pending: WERC Erie, Pa.

The Conn. Electronics Corp., Bridgeport, Conn.—CP 740 kc 1 kw DA D.

Westco Bcstg. Corp., White Plains, N. Y.—CP 740 kc 1 kw DA D.

Huntington-Montauk Bcstg. Co. Inc., Huntington, N. Y.—CP 740 kc 1 kw DA D.

Intervenors: WOR New York; WJZ New York; WTAO Cambridge, Mass.

Metropolitan Bcstg. Corp., Belleville, Ill.—CP 1430 kc 1 kw DA (DA-2) unl.

WIL St. Louis—CP 1430 kc 5 kw DA (DA-2) unl.

Parties respondent: K L O Ogden, Utah; WLAK Lakeland, Fla.

WHP Inc., Harrisburg, Pa.—For television facilities.

Harold O. Bishop, Harrisburg, Pa.—For television facilities.

The Nutmeg State Bcstg. Co., Waterbury, Conn.—For television facilities.

WHIP Montgomery FM-Bcstg Corp., Silver Spring, Md.—For FM facilities.

WARL-FM Arlington, Va.—For FM facilities.

APRIL 27

Journal-Review, Crawfordsville, Ind. —CP 1340 kc 250 w unl.

Parties respondent: WJOL Joliet, Ill.; WSOY Decatur, Ill.; WLBC Muncie, Ind.; WTRC Elkhart, Ind.

WLEU Erie, Pa.—CP 1260 kc 1 kw N, 5 kw D unl. DA-N.

WERC Erie, Pa.—Order to show cause.

The Civic Bcstrs. Inc., Cleveland, Ohio—CP 1260 kc 5 kw DA-2 unl.

Intervenor: The Yankee Network Inc.

Parish Bcstg. Corp., Minden, La.—CP 1240 kc 250 w unl.

Party respondent: KOCA Kilgore, Tex.

WSIV Pekin, Ill.—Mod. of CP 1150 kc 500 w DA-DN 1 kw unl.

APRIL 28

KWBU Corpus Christi, Tex.—For license to cover CP 1010 kc 50 kw DA-D to sunset at Little Rock, Ark.

KRSC-TV Seattle, Wash.—For television facilities.

W9XHZ Bloomington, Ind.—Renewal of license.

Community Bcstg. Co., Corpus Christi, Tex.—CP 1400 kc 250 w unl.

Party respondent: KONO San Antonio.

KNOE Monroe, La.—Mod. of CP 1390 kc 5 kw DA-N unl.

Model City Bcstg. Co. Inc., Anniston, Ala.—CP 1390 kc 1 kw DA-N unl.

Intervenor: W T J S Jackson, Tenn.

APRIL 29

Foundation Co. of Washington, Washington, D. C.—CP 580 kc 5 kw unl. DA.

Party respondent: WQQW Washington.

Intervenors: WHP Harrisburg, Pa.; WIAC San Juan, P.R.

Blackhawk Bcstg. Co., Sterling, Ill. —CP 1240 kc 100 w unl.

WTAX Springfield, Ill.—CP 1240 kc 250 unl.

Parties respondent: WSBC Chicago; WEDC Chicago; WCRW Chicago; WQUA Moline, Ill.; KBIZ Ottumwa, Iowa; KWLC Decorah, Iowa; KDEC Debuque, Iowa; WIBU Poynette Wis.; WHBF Rock Island, Ill.; WJBC Bloomington, Ill.; KFMO Cape Girardeau, Mo.; WEBQ Harrisburg, Ill.; K W O S Jefferson City, Mo.

APRIL 30

Western Washington Bcstg. Co., Puyallup, Wash.—CP 630 kc 250 w D.

WHOM Jersey City, N. J.—Mod. of license 1480 kc 500 w 1 kw unl.

KWTO Springfield, Mo.—CP 560 kc 5 kw unl. DA-N.

Parties respondent: WIND Chicago; KFDM Beaumont, Tex.; KLZ Denver.

The Naugatuck Valley Bcstg. Corp., Ansonia, Conn.—CP 690 kc 1 kw D.

Parties respondent: WOR New York, WNBC New York.

Charles Wilbur Lamar Jr., Morgan City, La.—CP 1450 kc 100 w unl.

Oral Argument

KRBC Abilene, Tex.—CP 1470 kc 1 kw unl. DA-N.

KPLC Lake Charles, La.—CP 1470 kc 5 kw unl. DA-DN.

KRIC Beaumont, Tex.—CP 1470 kc 5 kw unl. DA-N.

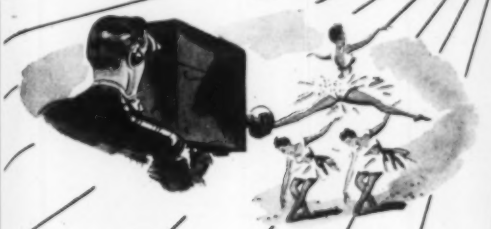
WFMJ Youngstown, Ohio—Mod. of CP 1390 kc 5 kw DA-N unl.

Parties respondent: WWOD Lynchburg, Va.; WCSC Charleston, S. C.; WGES Chicago; KLPM Minot, N. D.

DISTRICT of Columbia Commissioners' Traffic Advisory Board has distributed recorded safety jingles to all stations in Washington area. Lyrics for 15-second jingles came from contest conducted last fall.

SOUTHERN CALIFORNIA'S
Finest Market
PASADENA
KAGH 1300 KC
KAGH-FM
98.3 MC — CHANNEL 252
John R. Rider Manager

AM FM and now TV



With the announcement of its *Basic System Plan* for television stations, Raytheon extends its policy of offering a *complete* equipment service to include Television as well as AM and FM stations.

Raytheon's forward-looking *Basic System Plan* permits television stations of low or high power to begin commercial operations without delay, with a minimum investment and with provision for increasing power and facilities as conditions permit.

Raytheon equipment for television stations includes: aural and visual transmitters, camera chains, film projectors, antenna equipment, speech equipment, studio equipment and microwave relays.

LOOK TO RAYTHEON FOR ALL YOUR NEEDS

RAYTHEON

Excellence in Electronics

Industrial and Commercial Electronic Equipment; FM, AM and TV Broadcast Equipment; Tubes and Accessories

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KE. 6-1364

CHATTANOOGA, TENNESSEE
W. B. Taylor
Signal Mountain
8-2487

CHICAGO 6, ILLINOIS
Warren Cozzens, Ben Farmer
COZZENS & FARMER
222 West Adams Street
Ran. 7457

DALLAS 8, TEXAS
Howard D. Crissey
414 East 10th Street
Yale 2-1904

LOS ANGELES 15, California
Emile J. Rome
1255 South Flower Street
Rich. 7-2358

NEW YORK 17, NEW YORK
Henry J. Geist
60 East 42nd Street
MU. 2-7440

SEATTLE, WASHINGTON
Adrian VanSanten
135 Harvard North
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RAYTHEON MANUFACTURING COMPANY
COMMERCIAL PRODUCTS DIVISION · WALTHAM 54, MASSACHUSETTS

The Swing is to WHB in Kansas City

WHB 10,000 WATTS IN KANSAS CITY
DON DAVIS PRESIDENT
JOHN T. SCHILLING GENERAL MANAGER
Represented by JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT

FIRST... WHERE THERE'S MOST!

WJDX
NBC AFFILIATE
IN Jackson
MISSISSIPPI

ANNOUNCES
The Inauguration of
WJDX-FM
10 KILOWATTS
Effective Radiated Power
Approximately 60,000 Watts
On the Air April 15th

5000 - DAY
1000 - NIGHT

18 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

Mayflower Hearing

(Continued from page 62)

conceded that neither Congress nor the Commission may take any action abridging freedom of speech. Judge Miller, for whom I hold the greatest respect, and all of us here are devoted to that principle."

'Pathetic' Ground

Holding that the NAB president "has yet to meet the issue as to how to achieve the greatest degree of freedom over the public airways," Mr. Fly said that Mr. Miller "almost explicitly assumes that the one man endowed with this public trust serves the First Amendment by restraint itself, that is by excluding the many speakers and diverse points of view from the air." Such, he said, "is a pathetic ground upon which to stand."

Mr. Fly said "the long recognized practice in administration, the legislative history and the judicial decisions, have declared repeatedly the Commission's right to review program conduct over the long stretch."

Mr. Fly pointed out that the real threat of government control would come "as it always has come, from too much power in the hands of monopolistic groups." He added, "With a thousand tongues free to criticize government, democracy is secure."

Scarcity Not Basis

The former FCC chairman emphasized that his views were not based upon the scarcity of frequencies argument. He said that even with the great expansion of FM and video as well as of AM outlets diversity still is unexpanded. Mr. Fly noted FM duplication of AM programs and that there yet are only four networks.

Referring to Mr. Howell he said:

Even the barefoot boy from the Rockies braved the wild Indians and the stampeding buffalo and made the trek back here to tell the Commission that his responsibility to serve the public interest, and I quote, "makes it incumbent upon him to see that all shades of opinion on matters of public issue be accorded equal opportunity to be heard." Yet he dares to demand at the same time that he be permitted to be the sole judge of that very public interest and . . . that the Commission abdicate its statutory duty to see that stations operate in the public interest; and the Commission has no right to issue any license which, in its judgment, does not preserve that admitted public interest.

Mr. Fly said he could agree with Mr. Miller and other witnesses that "clarity is essential" and that "it would be well to set up the rule in such a clear manner and with such legal effect as to invite adjudication and final clarification by the Supreme Court."

Mr. Fly pointed out that the broadcaster already speaks out in various ways and under present rule has "plenty of latitude" to campaign for public causes. He said "I believe editorialization on the broad sweep is wholly consistent with the public interest. I think radio is weakened if it doesn't have that."

Comr. Jones wanted to know where to draw the line, if public drives are permissible and controversial stands are not. Mr. Fly replied that the extremes were very broad with a middle "twilight zone" where, if a broadcaster did get into "hot controversy, the worst thing he could do is give equal time to respond."

Later the ex-FCC chairman, indicating he was not so greatly worried about licensees expressing their views, said, "The thing I have tried to emphasize is the suggestion of turning the right of exclusion over to the licensee so that he can suppress the voices of the many and cut the public off from hearing them."

WEDNESDAY MORNING

FCC counsel opened the Wednesday session by putting into the record statements by E. R. Vadeboncoeur, vice president of WSYR Syracuse and WINR Binghamton, N. Y., and Sidney Schreiber, general attorney of the Motion Picture Assn. of America, both of whom argued for radio's right to editorialize without restrictions; and of the American Jewish Committee, which endorsed the Mayflower dictum.

Don Petty, NAB general counsel, cross-examined Mr. Smythe at length on the tables he had presented for FCC breaking down the total of radio communities according to the number of stations in each. Mr. Petty claimed the tables were incomplete and did not reflect population changes since 1940. Acting Chairman Paul A. Walker over-ruled his motion to strike the tables but said NAB might prepare information which it considered pertinent.

Jerome Spingarn, former FCC attorney, contended on behalf of the American Veterans Committee that the Mayflower rule is a "logical and necessary extension of the Constitutional guarantees of free speech." He suggested that stations be required to make announcements twice daily stating their power, frequency, and license-expiration date, and telling their audiences that they seek to handle controversial issues fairly and that their actions in this respect are subject to review by FCC.

Comr. Jones asked Mr. Spingarn whether, as former secretary to a Senator [Sen. Glen H. Taylor (D-Ida.), now Third Party vice presidential candidate], he thought elective public officials should be required to announce, similarly, the date of the expiration of their terms whenever they made speeches. Mr. Spingarn said he did not think so. Asked whether a high public official would carry more weight than a licensee in discussing public issues, he said he could not answer.

John Carson, director of the Washington office of Cooperative League of U. S. A. and of National Cooperatives, opposed modification of the Mayflower principle. He cited uses to which he said radio had been put to harm cooperatives, mentioning an alleged attack by Fulton Lewis jr., MBS commentator.

Mr. Carson said it would be desirable to set up a "court" in which redress might be sought against "irresponsible" uses of radio, with the judgment in each case to be read over the air by the offending station. Unless precautions are taken, he said, the "licensee system of broadcasting" may "have to be abandoned some day."

Deleted Code

When he mentioned that a former NAB Code banned sale of time to cooperatives and labor unions for discussion of controversial issues, FCC counsel noted that this provision had been deleted and NAB spokesmen brought out that the ban did not single out cooperatives or labor unions.

Robert J. Silberstein, executive secretary of the National Lawyers Guild, maintained that "the Mayflower decision . . . is in no sense the censorship enjoined by the [Communications] Act," and that

KNOW
The Most Listened-to Station in
AUSTIN
Morning, Afternoon and Night
AMERICAN BROADCASTING COMPANY
TEXAS STATE NETWORK
WEED & COMPANY, National Representatives

it should be "adhered to and strengthened."

He said "we can hardly expect the open advocate to be impartial in assuring the fair presentation of opposing points of view when the prestige of the station would depend in part upon successfully maintaining its own point of view."

Mr. Silberstein presented an NLG resolution which recommended, he noted, that FCC should "adopt rules and regulations making it a condition of the grant, renewal or tenure of a licensee, that the licensee assume the burden of proving that he will comply with, or has in the past complied with, the Mayflower decision, subject to denial or forfeiture on the failure of such proof." The resolution also put the Guild on record endorsing FCC's Blue Book.

WEDNESDAY AFTERNOON

Norman Matthews, UAW-CIO regional director and chairman of the UAW-CIO International Radio Committee, urged that no modification be made in the Mayflower dictum. Claiming to represent the views of 950,000 union members, Mr. Matthews cited, at length, instances of alleged bias by broadcasters.

He said the problem before the Commission is "not whether the Mayflower decision should be altered to permit the advocacy of private interest opinions over the air, but whether radio should be utilized within the spirit of the Mayflower decision." The union official also commended the Commission's Blue Book.

Frank C. Waldrop, Washington *Times-Herald* columnist, appearing in his own behalf, went on record in favor of editorialization by broadcasters. In his statement, much of which was reprinted in his column the next day, Mr. Waldrop pointed out that licensees presently may advocate positively or negatively through program selection and control. He held that the listener is sufficient sanction against unfair acts by the broadcaster.

Don Petty, NAB general counsel, presented a summary of the NAB position. He outlined his argument as follows:

The FCC has no legal authority to regulate the expression of opinion or the discussion of public controversial issues over broadcast stations because: (1) The policies in issue regulate speech; (2) Such regulation is not permitted under the statutory standard of "public interest, convenience or necessity"; (3) Such regulation is an interference "with the right of free speech by means of radio communication" prohibited by Sec. 326 of the Communications Act of 1934; (4) Such regulation is unconstitutional because (a) speech by radio is protected by the First Amendment, (b) the First Amendment is a limitation upon the power of Congress to regulate broadcasting, (c) it is an unlawful abridgement of free speech within the meaning of the First Amendment and (d) assuming that broadcasters are operating in the "public domain," the privilege cannot be conditioned in an unconstitutional manner.

The NAB general counsel in summary declared that "it is clear that even though it be said that Congress merely extend a privilege which it is free to withhold—access to a microphone in the public domain—it nevertheless may not exact for that privilege the surrender of the right to freedom of speech."

Louis G. Caldwell, Washington radio attorney and first general counsel of the Federal Radio Commission, FCC's predecessor, entered a detailed presentation in behalf of WGN Chicago and himself opposing the Mayflower ban. He read only portions of his brief because of the time factor and presented as exhibits a brief on the history and aspects of the Mayflower case and a reprint of his article on "Freedom of Speech and Radio Broadcasting," published in 1935 in *The Annals of the American Academy of Political and Social Science*. The article earlier had been printed in *Radio: The Fifth Estate*.

Mr. Caldwell said the Mayflower case is held incorrectly as an "innovation in the way of a rule of law." He said the editorial ban goes back to cases in 1930-31 and the "fair-play" doctrine even earlier to "some pronouncements of the Federal Radio Commission" in 1928-29. He said this may be found in FRC's second and third annual reports in which "I must confess, I had a part."

When Comr. Hyde recalled a particular case of that time, Mr. Caldwell commented he had written both the majority and dissenting opinions in that proceeding.

Mr. Caldwell told the Commission he couldn't understand the overall-performance review concept. He said FCC can't make a decision without making specific findings of fact on specific programs and that this is where regulation enters.

Brief by Gordon P. Brown, own-

(*Continued on page 70*)

Walk—Do Not Swim

THE FLOODS that resulted from the recent spring rains in Texas could have been disastrous to KLIF Dallas—but KLIF was prepared. When the Trinity River and White Rock Creek spilled over their banks the low land on which the station's transmitter is located was flooded to within one foot of the five-foot antenna foundation. Provision had been made months ago, however, for reaching the antenna in such an emergency, and KLIF engineers had erected a big cat walk from high ground to the structure.

HIGH EFFICIENCY
at HIGH POINT, N. CAROLINA

WHPE-FM USES A TRUSCON Self-supporting RADIO TOWER 310 FT. HIGH

As FM increases in popularity, so does the demand for the efficiencies of Truscon radio tower construction. This new 310 feet Truscon structure at High Point, N. C., has a GE 6-bay circular FM antenna.

More and more the landscape is becoming dotted with Truscon Radio Towers serving both the AM and FM needs of the broadcasting industry.

Truscon can engineer any type of tower you desire . . . guyed or self-supporting, either tapered or uniform cross-section . . . tall or small . . . AM or FM. Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

Here's a spring tonic for any station schedule. It's the Al Buffington HOME QUIZ — a Hooper "builder" if there ever was one! The HOME QUIZ is a sound, basic merchandising idea with a brand-new twist that goes the usual telephone show one better. WBMD, aggressive new Baltimore independent, schedules 24 quarter hours a week with a maximum of 12 participating sponsors! The HOME QUIZ is available in your market on an exclusive basis. And you'll be surprised at the nominal cost! Write today for the facts to . . .

AL BUFFINGTON CO.
2104 North Charles St.
Baltimore 18, Md.

The Largest Producer of Radio Spots, Shows and Television in This Part of the Country!

Mayflower Hearing

(Continued from page 69)

er and general manager of WSAY Rochester, N. Y., for modification of the Mayflower rule was entered into the record at the conclusion of the proceeding. Mr. Brown's statement asked for the editorial right with the "explicit provision that the stations do not designate the right or give the right to one organization or network for its use."

He continued that "super-power" on clear channels also is a "sure way" to put "to much power in the hands of a few." Too much "unregulated power in the hands of a few" now exists, he said, "in the network monopolies which have been created because of inadequate legislation to combat the situation."

WNAE-FM Is Launched; Schedule—3-10:30 p.m.

WNAE-FM Warren, Pa., began operations April 22, less than four months after receiving its conditional grant. Station is on Channel 221 (92.1 mc).

Present operation is from 3 p.m. to 10:30 p.m. daily with extra operation whenever necessary.

The Northern Allegheny Broadcasting Co. owns WNAE-FM and WNAE. Both are managed by David Potter and are affiliated with MBS.

KUTA Salt Lake City took a 500-mile flyer into an adjoining state for this pick-up. But it was worth it. Occasion was conferring of title of "honorary mayor" of Elko, Nev., on the balding Bing, who made "one of the greatest ad lib programs in KUTA's ten years of broadcasting," according to KUTA officials. Delegation from KUTA attending "Mayor" Crosby's inaugural included Allan Thomas, promotion director; John Schille, commercial manager; Lyle Wahlquist, engineer; and Harry Warren and Marshall Small, announcers.

KGLO-FM MASON CITY HAS FORMAL OPENING

FORMAL OPENING of KGLO-FM Mason City, Iowa, was held yesterday (April 25) during an hour-long program. Speakers included Mayor Howard Bruce; Lee P. Loomis, president of the Lee Stations; R. H. Ohrt, manager of the station; Doug Sherwin, program director, and H. B. Hook, public relations director.

Station is on Channel 266 (101.1 mc) with an interim ERP of 16 kw. Transmitter is a 3-kw RCA.

KGLO-FM plans to be on the air 10 a.m. to 10 p.m. Programming is almost entirely separate from KGLO and will feature play-by-play of the Chicago Cub games as originated by WIND Chicago.

Advance promotion included a series of luncheons for all radio set dealers in the area. Surveys indicate there are nearly 3,000 FM receivers in the KGLO-FM listening area, station reports.

Army Denies Allegation By Pearson Against RCA

THE ARMY April 21 denied published reports by Columnist Drew Pearson that RCA had "leaked" radar secrets. Mr. Pearson had charged that RCA "deliberately flouted the Signal Corps' secrecy order by filing for patents in Germany, Japan and the rest of the world" on radar-connected inventions before the war.

The Army stated that as early as December 1937, RCA voluntarily proposed to the War Dept. that the company submit to the Department inventions which were considered to have importance from a viewpoint of national defense in order that necessary steps could be taken to keep the information secret. The Army said that request for assignment in trust of certain patterns was made in January 1948; that RCA had filed abroad for patents in December 1947.

Bus FM Grows

(Continued from page 36)

stage," according to Ben Strouse, general manager of WWDC and WWDC-FM Washington. It is reliably reported that negotiations initially to equip 200 of Capital Transit's 2,000 vehicles will be concluded within 30 days. Provision will be made, it is understood, to install receivers on a large number of the remaining vehicles at a later date.

In anticipation of FM receiver installations, the Portland Traction Co., Portland, Ore., is having 50 new busses wired for radio reception. The transit firm was so intrigued by reports on radio-equipped busses and trolley cars, that one of its engineers constructed his own equipment for FM reception. In trial spins on a radio-equipped trolley car, passengers again expressed overwhelming approval of the service. Further tests over KPFM Portland are contemplated using receiving sets which have been shipped by Transit Radio.

Other Trial Cities

Equipment also has been sent by Transit Radio to WPLH-FM Huntington, W. Va., and other cities for trials. Other cities where tests have been made include Baltimore (WMAR-FM); Houston, Tex. (KPRC-FM); Evansville, Ind., and Worcester, Mass. Approximately 95% of the straphangers in those cities have indicated in polls that they would enjoy a permanent arrangement whereby they could swing and sway the FM way. Several of these cities are said to be nearing the contract stage.

In a little more than one year of operation Transit Radio has received commitments to equip 520 of the 3,950 vehicles in eight cities where experiments have been conducted. The firm has a national potential of approximately 56,500 trolley coaches and motor busses.

A prize plum would be the Greyhound Lines. West Coast offices of the bus line reputedly are studying prospects of installing FM equipment in Greyhound's fleet.

Upcoming

May 3: Informal Conference NAB District 2 (N.Y., N.J.), Hotel Roosevelt, New York.

May 3-6: CAB Directors Meeting, Royal York Hotel, Toronto.

May 5-6: FMA Region 4, Statler Hotel, Washington.

May 7: Oral Argument before FCC on political interpretations, WHLS Port Huron, Mich., at Washington.

May 17-21: NAB Convention, Hotel Biltmore, Los Angeles, Calif.

May 22: IRE North Atlantic Region Meeting, Hotel Continental, Cambridge, Mass.

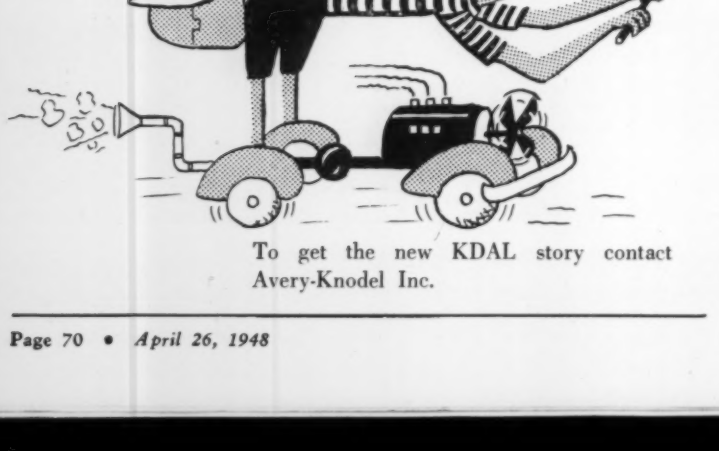
June 13-16: AFA Annual Convention, Netherland Plaza, Cincinnati, Ohio.

June 13-17: Advertising Assn. of the West, Annual Convention, Sacramento, Calif.

BANG!

DULUTH, MINN.—"I feel like Johnny-One-Note," chirps Otto Mattick. "All the time I've been singing about KDAL's new 5000 watts and 3-state coverage. Then BANG comes the Fall-Winter Hooper!"

"Believe me I found out what a terrific story KDAL has to tell in Duluth and Superior. This Hooper proves how KDAL dominates the listening of the Duluth-Superior audience."



To get the new KDAL story contact Avery-Knodel Inc.

Uniform Time

(Continued from page 25)

when the majority wants daylight time.

Even Sen. Overton, who has long been the champion of standard time as "God's time," admitted at one point that uniform time was the main consideration, whether standard or daylight.

ICC's Position

Interstate Commerce Commissioner Clyde B. Aitchison told the committee that ICC was interested "only in uniform time" and not in daylight or standard time.

Comr. Aitchison said that previous recommendations of his agency have been to the effect that Congress act forcibly in the matter or that it be left entirely to the states.

"Increasing evidence of confusion in interstate commerce," he said, "caused by varying and conflicting locally-adopted time standards now leads us to recommend that Congress amend the Standard Time Act so that it will completely effectuate the purpose announced by its terms; namely, 'to establish the standard time of the United States.'"

Sen. Owen Brewster (R-Me.), who sat through a portion of the hearing, prefaced his questioning with the remark that some 20 years ago he found it was "political dynamite" to discuss the matter of time, so he hasn't done it since.

Sen. Brewster wondered whether Section 5 of Sen. Reed's bill, which is a mandatory provision for daylight time, couldn't be replaced by a section giving ICC some discretion in particular cases.

Comr. Aitchison replied that it would be possible but not advisable.

The Maine legislator added that he personally was in favor of daylight time, but he didn't want to debate with Sen. Overton at this time.

E. L. Bartlett, delegate to Congress from Alaska, urged the committee to enact an amendment establishing the correct number of time zones in Alaska. At present, he said, there is only one time zone for a land as wide as the continental U. S.

W. R. Triem, general superintendent of telegraph for the Pennsylvania Railroad, appearing for the Assn. of American Railroads, said his group felt that enactment of either of the pending bills would bring to an end "confusion and inconvenience."

How Would Public React?

Sen. Brewster wondered about the "practical effect" of the government's imposing a time against the people's will.

The witness replied that it would bring satisfaction to the country after it was in effect for a while. The dissatisfaction, he said, stemmed from the lack of uniformity.

J. M. Hood, president of the American Short Line Railroad Assn., said he didn't think a community had any more right to change time than to change the measure of a pound to 15 ounces.

Mr. Hood said his group favored Sen. Reed's S-2226, but with the daylight time section stricken. However, if Congress decides to authorize daylight time, his group would back S-2226 as drafted, Mr. Hood said.

E. B. Craney, appearing for the "XL" stations of the Pacific Northwest, described the problems of changing program schedules and the resultant confusion to listeners. He thought S-2226 was the better bill because the large Eastern cities want daylight time and that has to be recognized.

A recent man-on-the-street program conducted by KXLF Butte, he said, showed the people were for Congress to take some action in the matter.

Jack G. Scott, general counsel for the National Assn. of Motor Bus Operators, preferred the Reed Bill as first choice because of the provision for daylight time, which he thought would be more readily acceptable to the general public. However, he said, his group also supports the principles of the Overton Bill since the main concern is for uniformity.

If neither of the bills should be enacted, Mr. Scott suggested as a minimum accomplishment the elimination of the present statute requiring common carriers to adhere to standard time.

Theatre Owners' Views

A. Julian Brylawski, chairman of the National Legislative Committee, Theatre Owners of America, voiced opposition to daylight time and endorsed the Overton Bill.

J. T. Sanders, legislative counsel for the National Grange, reiterated his group's long-standing opposition to daylight time. His reasons favoring passage of a federal law making standard time mandatory in all seasons were:

1. Matter is a federal function under interstate commerce clause and weights and measures clause of constitution.
2. Time "tampering" has never been carried out democratically. Changes by local centers have disrupted relations of a far wider area than is legalized for the time change.
3. Time is determined by nature and interference with this natural basis is especially hard on farmers in their marketing operations.
4. Local deviation from standard time "seriously handicaps" business lives of "all people" and even the legal functions of localities.

Mr. Sanders explained that H. R. 2740, pending before the House Interstate Commerce Committee, was preferable to the Overton Bill

(Continued on page 72)

HOOPER STATION LISTENING INDEX
December, 1947 – January, 1948

TIME	WSBT	STATION "B"	STATION "C"	STATION "D"	STATION "E"	STATION "F"	STATION "G"
MORNING MON. THRU FRI. 8:00 - 12:00	51.9	7.9	5.1	23.4	3.5	4.5	3.9
AFTERNOON MON. THRU FRI. 12:00 - 6:00	47.3	10.5	7.8	17.5	9.0	2.2	7.4
EVENING SUN. THRU SAT. 6:00 - 10:00	43.7	3.6	7.5	13.6	Signs Off at Local Sunset	5.8	23.9

WSBT REMAINS THE OVERWHELMING CHOICE OF THE SOUTH BEND AUDIENCE

Today, with two competing stations in South Bend, WSBT continues to hold by far the largest audience. Note, too, that no out-of-town station comes close to WSBT in listener loyalty. Throughout the nation very few stations can match the audience allegiance earned and maintained by WSBT. For the above December-January period—among *all* Hooper-rated Columbia stations—WSBT ranked 2nd in the morning, 4th in the afternoon, and 6th in the evening in share of audience.

WSBT SOUTH BEND

5000 WATTS
960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

WWOD

Lynchburg's First Regional Station

SERVING THE RICH CENTRAL SECTION OF *Virginia*

The heart of the prosperous Central Section of Virginia is Lynchburg, noted educational and industrial center, and Campbell County. Total population in WWOD's primary and secondary coverage areas: More than 216,000; radio homes, more than 35,000. Write us or ask The Walker Company.

Affiliated with MUTUAL

1000 WATTS • 1390 KC

JACK WELDON, Manager

Owned and Operated by

OLD DOMINION BROADCASTING COMPANY

LYNCHBURG, VIRGINIA

NATIONAL REPRESENTATIVE THE WALKER COMPANY

Open Mike

(*Continued from page 16*)

news from so many sources, will occasionally get misinformation which you innocently print. We are not implying any criticism of your very excellent publication, but we do feel it too bad that someone conveyed to you a misleading impression with a false statement of the facts and thus caused you to unwittingly misinform your clients.

Let us take this opportunity to compliment you on the very good job you do with BROADCASTING.

D. K. Broadhead
President
Allied Record Mfg. Co.
Hollywood 38, Calif.

[Editor's Note: Story on contract printed correctly on page 68, BROADCASTING, April 19.]

Transit Radio Story Receives Praise

EDITOR, BROADCASTING:

I want to commend you and express my gratitude for the manner in which you handled our very hasty and informal interview on the telephone (April 5 issue). Your article was accurate and excellent, and is greatly appreciated.

Richard C. Crisler
Exec. Vice President
Transit Radio Inc.
Cincinnati, Ohio

Nielsen Radio Index Top Programs

REPORT WEEK OF MARCH 7-13, 1948

RANK OF TOP PROGRAMS—Type E-1: Evening, Once-A-Wk., 15-60 Min.; Type E-5: Evening, 2 to 5-A-Wk., 5-30 Min.; Type D-1: Day, Sat. or Sun., 5-60 Min.; Type D-5: Day, 2 to 5-A-Wk., 15-30 Min.

	TOTAL AUDIENCE					AVERAGE AUDIENCE				
	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
E-1	1	1	Lux Theater	35.0	−5.1	1	4	Truth or Conseq.	26.5	+2.8
	2	5	Truth or Conseq.	30.5	+1.6	2	1	Lux Theater	26.0	−6.9
	3	4	McGee & Molly	29.6	−0.7	3	2	McGee & Molly	24.6	−1.7
	4	2	Amos 'n' Andy	28.7	−2.2	4	12	Jack Benny	23.4	+3.7
	5	7	Godfrey's Scouts	28.0	+1.3	5	7	Godfrey's Scouts	23.1	+1.6
	6	15	Jack Benny	27.9	+3.1	6	3	Amos 'n' Andy	22.4	−2.0
	7	11	Life of Riley	27.7	+2.1	7	9	Fred Allen	20.7	0.0
	8	10	Fitch Bandwagon	27.1	+1.2	8	6	Bob Hope	20.2	−2.5
	9	6	Bob Hope	26.5	−0.8	9	8	Charlie McCarthy	19.8	−1.1
	10	8	Fred Allen	25.9	−0.7	10	18	Fitch Bandwagon	19.7	+1.3
	11	20	Your Hit Parade	25.8	+3.4	11	11	Mr. District Att.	19.5	−0.4
	12	9	Charlie McCarthy	25.0	−1.5	12	5	My Friend Irma	19.0	−3.7
	13	14	Mr. District Att.	24.8	−0.3	13	17	Life of Riley	18.8	+0.3
	14	3	My Friend Irma	23.0	−7.9	14	16	Red Skelton	18.5	−0.1
	15	NR	Great Gildersleeve	23.0	+2.0	15	10	Big Town	18.4	−2.2
	16	18	Inner Sanctum	22.7	−0.1	16	NR	Judy Canova	17.8	+2.4
	17	17	Red Skelton	22.5	−1.2	17	NR	Your Hit Parade	17.3	+1.2
	18	12	Big Town	22.5	−3.0	18	14	This is Your F.B.I.	17.2	−1.9
	19	NR	Judy Canova	22.0	+1.8	19	NR	Kraft Music Hall	16.9	+0.6
	20	NR	Kraft Music Hall	21.9	+0.5	20	15	Screen Guild	16.7	−1.9
E-5	1	1	Lone Ranger	20.2	−0.7	1	1	Lone Ranger	15.7	−0.9
	2	2	Bill Henry News	13.5	−0.4	2	2	Bill Henry News	12.4	−0.3
	3	3	Edward R. Murrow	12.5	−0.5	3	NR	Club "15"	9.5	−0.5
D-5	1	4	Backstage Wife	12.4	+0.9	1	2	Backstage Wife	11.1	+0.5
	2	3	Arthur Godfrey	12.3	+0.4	2	3	Right to Happiness	10.8	+0.6
	3	5	Right to Happiness	12.1	+0.6	3	6	Stella Dallas	10.5	+0.7
	4	9	Stella Dallas	11.7	+0.8	4	15	Young Widder Brown	10.4	+1.4
	5	15	Young Widder Brown	11.6	+1.4	5	8	When Girl Marries	10.4	+0.8
	6	10	When Girl Marries	11.5	+0.8	6	5	Ma Perkins (CBS)	9.9	−0.2
	7	8	Ma Perkins (CBS)	11.3	+0.2	7	1	Our Gal, Sunday	9.9	−1.0
	8	2	My True Story	11.3	−0.6	8	9	Arthur Godfrey	9.6	+0.2
	9	13	Rosemary	11.2	+0.8	9	14	Rosemary	9.6	+0.6
	10	1	Our Gal, Sunday	11.0	−1.0	10	4	Big Sister	9.5	−0.7
	11	7	Big Sister	10.7	−0.5	11	11	Rom. Helen Trent	9.5	+0.1
	12	6	Wendy Warren	10.6	−0.8	12	7	My True Story	9.2	−0.4
	13	11	Rom. Helen Trent	10.5	−0.1	13	NR	Pepper Young	9.2	+0.5
	14	NR	Pepper Young	10.4	+0.6	14	NR	Portia Faces Life	9.2	+0.2
	15	NR	Portia Faces Life	10.3	+0.3	15	10	Wendy Warren	9.1	−0.3
D-1	1	1	True Detective Myst.	16.9	−1.8	1	1	True Detective Myst.	14.6	−1.4
	2	NR	The Shadow	15.2	0.0	2	3	The Shadow	13.5	+0.3
	3	3	House of Mystery	15.2	−1.2	3	5	House of Mystery	11.9	−0.5
	4	NR	Quick as a Flash	14.0	−1.6	4	2	Grand Central Station	11.4	−2.6
	5	4	Armstrong Theater	13.7	−2.3	5	4	Armstrong Theater	10.6	−2.0

KEY TO SYMBOLS—(NR) Not ranked in "Top Programs" in preceding report. © 1948, A. C. Nielsen Co.

THEY PREDICT GOOD RAINS...

When the long drought is about to be broken and the good rains are about to come . . . the "barking lizards" of South Texas set up a clatter that tells Texas ranchmen their troubles are over. They bark only when it's going to rain.

THE MUTUAL STATION

SERVING 2 NATIONS

LAREDO'S ONLY RADIO STATION

★

MUTUAL *and* TSN

★

REPRESENTED NATIONALLY BY JOHN E. PEARSON COMPANY

WE PREDICT GOOD RETURNS

When you want your sales message to literally rain on this rich, isolated market of over 100,000 potential buyers . . . you must put it on KPAB, Laredo's ONLY radio station, on the air 18 hours daily, airing the best of Mutual's programs. Here's coverage that really covers! You can't saturate Laredo without KPAB!

KPAB

LAREDO BROADCASTING CO.
Howard W. Davis, President
LAREDO, TEXAS

RMA ENGINEER GROUP, IRE OPEN 3-DAY MEET

THREE-DAY spring meeting of the Radio Manufacturers Assn. engineering department and the Institute of Radio Engineers opens today (April 26) at the Hotel Syracuse, Syracuse, N. Y. New developments in FM transmitters and antennas and progress in microwave relays and communications equipment will be reviewed.

Group will be taken on a tour of General Electric's Electronics Park tomorrow afternoon.

Papers to be delivered include:

April 26—"An Integrated Line of FM Broadcast Transmitters," J. E. Young, RCA; "A New FM Antenna," H. J. Rowland, The Workshop Assoc.; "The Right Way to an RMA Standard," L. C. F. Horle, chief engineer, RMA engineering department; "Audio Frequency Measurements," H. H. Scott, Herman Hosmer Scott Inc.

April 27—"Spectrum Analysis Applied to a Variable Speech Amplifier," R. Whittle, Federal Telephone and Radio Corp.; "Development and Application of Railroad VHF Communication Equipment," A. A. Curry, Farnsworth Television and Radio Corp.; "A New Design of Point-to-Point Communication Equipment," Coleman London, Westinghouse Electric Corp.; "The Engineer and His Neighbor," E. Finley Carter, Sylvania Electric Products.

April 28—"Lighthouse Tube Life," H. D. Doolittle, Machlett Laboratoies; "A Review of Crystal Saver Circuits for VHF Receivers," Dr. H. W. Hedeman Jr., Bendix Radio Div. of Bendix Aviation Corp.; "Commercial Applications of Klystrons," Coleman Dodd, Sperry Gyroscope Co.; "A Broad Band Microwave Relay System Between New York and Boston," A. L. Durkee, Bell Telephone Laboratories; "Radar as an Aid to Airline Navigation," R. C. Jensen, General Electric Co.

Uniform Time

(*Continued from page 71*)

in that it contained an enforcement section which would penalize offenders. S-2226 would be acceptable, he said, if the daylight time provision were dropped.

At the conclusion of Mr. Sanders' testimony, Sen. Reed remarked that he had been trying for years to find out why the farmers opposed daylight time and he still didn't understand their violent opposition.

Since there is no principle of any kind involved, declared Sen. Reed, it is difficult to understand the farmers' objections to daylight time which benefits many city workers. Many members of Congress want daylight time for their constituents, he added, and I "seriously doubt" that you can get a bill through Congress against their wishes.

Results of the hearing will be reported to the full committee by Sen. Reed, probably at its next executive session on April 29.

Liquor Ad Bans

(Continued from page 26)

sel, Advertising Federation of America, also maintained that the standards established in S-2352 would be "impossible of interpretation" except in accordance with particular and individual judgements of the FTC commissioners. They would have to consider not alone how the advertising might affect them, he said, but also how they believed it might appeal to the listener and reader.

Enforcement would also be impossible, he said, except by imposing arbitrary standards.

Existing regulations, Mr. Sullivan maintained, are "ample" to protect the public from misrepresentation.

Arthur D. Jenkins, representing the National Editorial Assn., said his group was "seriously concerned with the new field of censorship that is being opened up and which will inevitably be extended to other forms of advertising."

The American Newspaper Publishers Assn., through its president, David W. Howe, notified the committee of its opposition to the measures.

"It does not lie within the purview of Congress to forbid the advertising of any product which may be legally bought or sold," Mr. Howe maintained.

Sen. Reed, himself a newspaper publisher, criticized ANPA for its stand, saying it "ought to be ashamed."

In later questioning of a witness, Sen. Reed declared that he had "given up all hope that the liquor industry will ever learn the rules of decency in advertising."

He added that he had spoken to many Senators not on the committee and found "substantial support" for his measure. Later he remarked that if it reached the floor it would "certainly pass."

Sen. Reed, chairman of the subcommittee which held hearings on the matter last year, opened the session earlier with an explanation of why S-2352 and S-2365 had been introduced. The committee felt, he said, that Sen. Capper's S-265 was "not practicable" to enact in its present form so it called on Sen. Johnson and himself to introduce one which would be.

Sen. Capper, in a brief statement to the committee, called S-2352 and S-2365 "good bills as far as they go," but added that he couldn't support either of them in preference to his own S-265.

Sen. Capper introduced a telegram from Publisher Frank Gannett "wholeheartedly" endorsing the Capper Bill as the "least Congress can do."

Rep. Fred L. Crawford (R-Mich.) urged legislation to clean up the "deceptive, fraudulent and misleading" advertising used by the liquor industry.

PGad Morehaus, director of FTC's Bureau of Stipulations, related that his agency hadn't received many complaints about liquor advertising.

Mr. Morehaus, in answer to a question about FTC's opinion of S-2352 and S-2365, referred to a letter sent the committee by FTC Chairman R. E. Freer.

The letter expressed the opinion that "both bills are adequate to carry out their purport," adding that FTC had no suggestions for additions to or deletions from the bills.

Chairman Freer pointed out, however, that "the wisdom or propriety of such legislation is for determination by Congress."

Donald B. Galling, chief of FTC's Radio & Periodical Div., disagreed with his colleague, Mr. Morehaus, on choice of bills. Mr. Galling felt that S-2352 was more in line with current FTC policy and would not be difficult to enforce in court.

Arthur Lacy, enforcement supervisor of the Alcoholic Tax Unit, said that his unit read and revised much of the liquor advertising before it was printed.

He said that many of the advertisements which Rep. Crawford had termed "misleading" really contained "puffery" which the courts have consistently approved as admissable. He agreed with Sen. Francis J. Myers (D-Pa.) that S-2365 would largely eliminate "puffery" or exaggerated claims.

E. H. Foley Jr., acting Secretary of the Treasury, in a letter to the committee, expressed his department's opposition to the bills, insisting that the same purpose could be accomplished by amending the Federal Alcohol Administration Act instead of the Federal Trade Commission Act.

Although the FTC would be given the power to regulate and control advertising of liquor, he pointed out, Treasury would still remain charged with other provisions of the Federal Alcohol Administration Act dealing with unfair competition and unlawful practices, including labeling provisions. The divison of responsibility, he said, would "tend to confuse."

Mr. Foley reminded the committee that Treasury possessed "a very effective instrument" for securing "speedy compliance" with advertising requirements. This, he said, was the provision for revocation or suspension of a basic permit in cases of violation.

Highlight of the Wednesday afternoon session was a charge by Henry M. Johnson, vice president and counsel for the National Council of Temperance and Prohibition Organizations, that radio stations had used "unfair discrimination" against the dry forces.

Mr. Johnson charged that CBS, at the time it was selling four half-hour periods weekly to advertise beer and wine, refused to sell time to the dry forces which offered to pay regular commercial rates.

At that time, said Mr. Johnson, Herbert B. Swope was a member of the CBS board and also employed by Schenley Distillers Corp. as a public relations counsel for $36,000 per year.

Further charge was made against NBC, which it was said, sold two half-hour broadcasts to beer companies but refused to sell time to the other side.

Other stations accused of refusing to sell time were WGN WMAQ

(Continued on page 75)

540 KC

(Continued from page 25)

precede, not follow, the acquisition of channels.

Mexico's notification was received by the State Dept. April 14 and relayed to FCC's international authorities last week. Under NARBA procedures, this nation has 30 days in which to file its protest. If the dispute cannot be settled through diplomatic channels then the problem can be submitted for arbitration upon the request of either of the disputants.

Normally, authorities said, conflicts between signatories under NARBA have been worked out by the nations involved. As yet no problems have ever had to go into arbitration. A few "relatively minor" conflicts have been left unsolved for lack of success in direct negotiation, however, it was reported.

Mexico's San Luis Potosi station would employ a directional antenna, it was understood, but the nature of the directional pattern was not made known.

Canada has been using 540 kc for several years under an agreement with the U. S.

Judging Panel Selected In IER Program Contest

(See IER story page 50)

SELECTION of the final judging panel for Ohio State U.'s 12th annual Exhibition of Educational Radio Programs was announced last week. The international roundup of the best public interest programs aired during 1947 will be presented in Columbus April 30-May 3 in conjunction with the university's annual Institute for Education by Radio.

The three judges—Harriet H. Hester, writer-producer, American Medical Assn.; Armand L. Hunter, radio department, Temple U., and Seymour N. Siegel, manager, WNYC New York—will handle final screening of all programs submitted in the contest's 14 classifications, excluding network shows, I. Keith Tyler, director of the institute, announced.

It's very easy for us...we who write and you who read these ads ...to think that everyone works from 9 to 5. Yet, all across the great Cleveland market are thousands of executives and workers who start their work... and their radio listening... *early!*

Enough of these families listen to WJW's *Top Of The Morning*...a 55-minute "wake up" program that starts at 6 A.M...to make it a very good buy for the advertiser who wants Pop to approve Mom's purchases for the day. Ask Headley-Reed!

BILL O'NEILL, President

WJW

BASIC ABC Network — CLEVELAND — 850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Johnson Bill Finale

(*Continued from page 26*)

consciously or unconsciously might affect his viewpoints."

"Through members of his family," charged Mr. Caldwell, "Sen. Wheeler is interested in the most profitable of Mr. Craney's six stations, KXLY Spokane."

One of his (Sen. Wheeler) sons, he charged further, is manager of KXLY, and another son along with the Senator constitute a law partnership with Mr. Craney as one of their clients.

Summarizing the makeup and arguments of the bill's proponents, Mr. Caldwell maintained that they represent "several inconsistent and contradictory schools of thought" and that they want objectives which are "mutually exclusive of each other."

Mr. Sholis told the committee that the record left behind by the opponents of high power "is generously larded with the same, venerable, generalized warnings that higher power will drive everyone else out of business and we are still without a bill of particulars."

Mr. Sholis stated that Mr. Craney had "echoed" the familiar statement that higher power would drive affiliates off the network but when asked to name specific victims he "slipped away with the answer that he didn't know which stations would go to higher power."

Since the CCBS plan has been "public property" for 18 months, he added, it would have been an "excellent start" for Mr. Craney to build his case—"if any."

The CCBS director said he did not recollect a single witness who gave the call letters of a station which would become a network casualty. "This is rather strange," he observed, in the light of the predictions of "widespread disruption."

Answering charges of Stephen Cisler of WKYW Louisville that he couldn't buy advertising in the Louisville *Courier-Journal* and *Times*, owners of WHAS, because he was a competitor, Mr. Sholis explained that the papers had been "seriously strapped" by a newsprint shortage and were forced to ration space to advertisers on a priority basis.

Under the priority plan, he continued, radio programs, publication and mail order accounts were last.

The "greatest injustice" done by Mr. Cisler, he said, was in not telling of the "fairness" with which the newspapers handle news and program listings of his and all stations in its editorial columns.

Mr. Caldwell also introduced a rebuttal statement from KFI in its controversy over getting first use of weather reports [BROADCASTING, April 19]. In its statement, KFI maintains that the Weather Bureau "should be credited with some sense in the selecting of methods by which it will reach the people that need its service."

Earlier on Monday Col. John H. DeWitt Jr., president of WSM Nashville and engineering director of CCBS, led off the rebuttal testimony for the bill's opponents.

Col. DeWitt differed with the idea raised several times that no two engineers ever agree. They do agree, he said, when they have all the facts.

Directional Antenna Argument

The WSM president took issue with the contention that breaking down clear channels would not take anything away from the stations now on those channels. This argument was based on the use of directional antennas, he said, maintaining that there had been no fundamental developments on directional antennas since 1940.

They are designed strictly on theory, he said, and their proof of performance is confined to suppression of ground wave and will not show interference to skywave.

Sen. Tobey interrupted to remind the witness that Comdr. T. A. M. Craven, vice president of Cowles Broadcasting Co. and former FCC Commissioner, had testified the previous week praising the value of directional antennas. Following Col. DeWitt's theory about agreement among engineers, Sen. Tobey wanted to know who then was minus the facts.

In this case, answered the CCBS executive, Comdr. Craven does not have all the facts.

Comdr. Craven's plan for putting four outlets on each of the 1-A channels is "too close to the limit," said Col. DeWitt. The 1-B type of service given by WTOP Washington and KSTP Minneapolis, he argued, is not the type of service which is needed.

Touching on the international aspect, Col. DeWitt said that duplication is exactly what Mexico and Cuba want and they will then be authorized to use our channels.

The BMB maps used by Mr. Craney, said the witness, are not engineering maps and only tell how many people listen once a week to a program but do not tell anything about the quality of service or whether the listeners are satisfied.

Taking WSM as an example, the witness produced a map which purported to show that were another outlet on WSM's frequency located at Tulsa, WSM would lose about 40% of its audience. He admitted that another station on WSM's frequency could be situated in the Northwest with no ill effects to WSM but that it would only give groundwave service to a small area.

Taking issue with the testimony of former Sen. Burton K. Wheeler of Montana to the effect that 20 high power stations could cover the country, Col. DeWitt termed Sen. Wheeler "a politician, not an engineer," and maintained that high power stations can only give "a type of service" and that network coverage would still be needed for millions.

Sen. Tobey came to the defense of Sen. Wheeler saying that he had come to testify as a public service after reading about some of the clear channel contentions in the papers. Sen. Wheeler, he said, was "thoroughly familiar" with radio regulation not as a politician but as former chairman of the Senate committee dealing with those matters.

'Anti-Climax' Reminder

He reminded Col. DeWitt that one of his own group had complimented Sen. Wheeler by remarking after the Senator's testimony that "anything after that is anti-climax."

Sen. White joined in to say that Sen. Wheeler was motivated by "high purposes" and he was glad to hear Sen. Tobey say what he did.

"I wish we had a few more with his candor and guts," added Sen. Tobey.

Col. DeWitt said he didn't use the word in a derogatory manner, but merely wanted to show that Sen. Wheeler didn't know the en-

8 Times BIGGER!

This year WDNC has a primary of eight times more people making six times more retail sales. This whooping big jump is the result of WDNC's rise from 250 watts at 1490 on the dial to 5000 watts day and 1000 watts night at 620 on the dial. Before selecting your markets and advertising in North Carolina—the South's Number One State—be sure to get the new WDNC story. We and Paul H. Raymer, our national representatives, are at your factual command.

WDNC

DURHAM, NORTH CAROLINA

5000 WATTS 620 KC CBS

BONUS: WDNC-FM 36,000 WATTS

OWNED BY THE HERALD-SUN NEWSPAPERS

GATES

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.

Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.

TELEPHONES: IN QUINCY 522 IN WASHINGTON MET. 0522

Gates Radio Company Quincy Illinois

gineering facts. One of these CCBS stations with 750 kw, he asserted, "couldn't begin to cover" what NBC and CBS-owned and operated stations do.

The argument that small stations would be affected economically is also an engineering question, he said, pointing out that even the Regionals' counsel, Paul D. P. Spearman, said he wouldn't be silly enough to say that stations would lose their network affiliations.

Only 8 or 10 stations would be adversely affected by the CCBS plan, he asserted, or possibly a few more if you added in the network-owned stations. On the other hand, he maintained that 750 kw would give the clear channel outlets a four times better signal strength everywhere they're now heard.

With the conclusion of Col. DeWitt's presentation, it was decided to adjourn until Friday morning since the Senators had to attend a joint Congressional session at noon. At that time, it was decided, the clear channel forces would get another 1¼ hours and the proponents of the bill up to 2½ hours.

Don Lee Plans Microwave Relay, San Diego to L. A.

DON LEE Broadcasting System plans to construct a microwave television relay between San Diego and Los Angeles once a grant has been authorized for the former city.

In explaining the plan, which will represent an investment of approximately $15,000, Harry Lubcke, television director, said that several sites are under consideration, including Mt. Soledad, which would be in line of sight with Don Lee's Los Angeles antenna atop Mt. Lee.

Hearings for San Diego are scheduled for June and once grants have been authorized, it is understood that DLBS hopes to have its relay operative within six months from start of erection.

Liquor Ad Ban

(Continued from page 73)

WENR and WBBM Chicago, WJR Detroit, WCAU Philadelphia, WBAL Baltimore, WWVA Wheeling, WLW and WCKY Cincinnati, WSB Atlanta, WWL New Orleans, WOAI San Antonio, KRLD Dallas, WBAP Fort Worth, KVOO Tulsa, KMOX St. Louis and KFAB Lincoln.

In fact, said Mr. Johnson, "we have been unable to find a single 50,000-watt station in all of America which will sell the dry forces so much as one broadcast of choice evening time to counter the pro-drinking appeals that blanket the nation day and night."

NAB Criticized

NAB was also taken to task by Mr. Johnson, who said his organization had "repeatedly" appealed to NAB to correct the situation but that NAB had "intensified the abuse" by putting out a "Brown Book" entitled "Here's How" which set out the "technique and copy" to be used in promoting drinking of alcohol.

He said the matter had been called to FCC's attention and that agency agreed it was wrong, but never did anything. Sen. Reed remarked that the matter should be looked into and added that the "principle of this committee is that all points of view shall be fairly represented on the air."

In his oral testimony Mr. Johnson had asserted that CBS sold $2,000,000 time for liquor, but this was not mentioned in his written affidavit. It was pointed out that CBS advertised only beer and wine which could not be classed as hard liquor.

Bishop Wilbur E. Hammaker, Methodist Board of Temperance, led the fight for passage of the Capper Bill, putting 23 organizations on record as favoring the bill.

Bishop Hammaker asserted that 80-90% of the American people, including drinkers, would favor abolishing liquor advertising. Mrs. D. Leigh Colvin, president of the National Women's Christian Temperance Union, claimed the backing of over 50,000,000.

Clayton M. Wallace, general superintendent of the Temperance League of America, made special objections to baseball broadcasts sponsored by brewers and to a television series advertising wines.

Frank Braucher, president, Magazine Advertising Bureau, opposed the measure.

R. E. Joyce Jr. and E. F. O'Brien of the Distilled Spirits Institute led the fight for the liquor forces. Mr. Joyce said the legislation "would amount to discrimination against a single industry."

If it is proper to restrict advertising of liquor, Mr. Joyce warned, "it will only be a short time when you will be requested to enact legislation which will permit the censorship of editorial and news articles in a like manner."

Mr. O'Brien predicted that under S-2365 competition would become a battle of label design instead of quality of product.

Calls Bills Illegal

E. V. Lahey, chairman of the U. S. Brewers Foundation, charged that all three bills were "illegal and unconstitutional" because they violate the 21st and 5th amendments and the doctrine of separation of powers of the legislative, judicial and executive branches of the government.

A score of labor witnesses for both AFL and CIO unions testified in rapid-fire order as Chairman Reed speeded things up by instructing the witnesses to file their statements if they were merely repetition.

The labor spokesmen were agreed, in general, that passage of the bills would mean loss of job opportunities for their members.

Other Witnesses

Randolph W. Childs, executive director of the Pennsylvania Alcoholic Beverage Study Inc., said the fundamental trouble with all the bills was that they treated alcohol as "a disreputable product."

Dr. Kenneth Dameron, professor of advertising at Ohio State U., opposed the restriction of advertising as "a way to return prohibition."

To his statement that the industry should take steps to correct its own abuses, Sen. Reed remarked that he had heard that statement for years. Hard liquor people, he charged, are the "worst offenders."

Fate of the bills may be decided at an executive session of the full Senate committee this Thursday.

THIRD GRADUATING exercises of Academy of Radio Arts, Toronto, were held at CKEY Toronto studios on April 15 with Lorne Greene, dean of the school, and international Canadian newscaster, as chairman.

KGW

NBC AFFILIATE

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

YOUR NEW CHEVROLET OR BUICK STARTS HERE

FLINT . . . world's 2nd automobile city

FLINT, Bay City and Saginaw do most of the business for E. Central Michigan. Until WTCB, Flint and six surrounding counties had no adequate NBC coverage. Now, WTCB-NBC covers Michigan's 2nd market . . . the million listeners with the billion dollar income.

TRENDLE-CAMPBELL BROADCASTING CORP.

WTCB FLINT, MICHIGAN

DETROIT 600 KC

1000 Watts Day — 500 Night

Paul H. Raymer, Representative

CAA-FCC

(*Continued from page 21*)

CAA's attitude of "the-whole-sky-is-ours-right-down-to-the-ground."

Broadcasters have found little satisfaction in explanations of procedure and actions offered by CAA representatives attending NAB district meetings.

After drafts of the proposed revisions of both agencies have been drawn up, it is expected that joint meetings of the agencies will be held to work out final details. Net result may be that the separate revisions will be amalgamated into a document known as CAA-FCC Rules and Standards.

It is understood that standards under preparation by the FCC may be ready for consideration by the Commission en banc within one month. Representatives of the industry are hoping they will be allowed to present their views on the subject.

Delos Wilson Rentzel of Virginia was nominated April 8 by President Truman to succeed Theodore P. Wright as CAA Administrator [CLOSED CIRCUIT, April 12]. Mr. Rentzel has been chairman of the board and president of Aeronautical Radio Inc. and president and chairman of the Radio Technical Commission for Aeronautics.

His appointment will be considered by the Senate Interstate Commerce Committee in executive session April 29.

DAR & RADIO

Medium Warmly Received At Annual Conclave

AN INSIDE VIEW of radio was given the DAR at its 57th Continental Congress in Washington last week—and the message was warmly received.

Ruth Crane, president of the Assn. of Women Broadcasters and WMAL WMAL-TV Washington women's commentator, addressing the DAR radio committee Tuesday, said: "I think it is high time that women of America . . . pursued an even higher and nobler purpose than might be traditionally ours." She referred to action that might be taken on such matters as the Mayflower editorializing question.

Hits Mayflower Decision

"Is it not an anomaly that here in this great nation where all of us can assemble as we do today to express our opinions on diverse subjects we should have an actual denial of the freedom of speech which so importantly concerned the deliberations of those who drafted our Constitution."

Mrs. Crane stressed the tremendous influence of radio. "The average American family spends more time listening to the radio than doing anything else other than working and sleeping," she said. "Look at the impact of radio on the ballot box. In 1920 only 26,000,000 ballots were cast in the national election. In 1944, with many of voting age overseas, 48,000,000 ballots were cast. As the number of radio sets increased, so too did the number of votes."

★

The group also heard how advertising affects our daily living. "In no other country can you buy as many brands of soap, food, clothes, gasoline and the thousand and one household commodities that America offers. That's because advertising not only results in mass production but in a freedom of choice."

Following Mrs. Crane's talk, a number of DAR dignitaries attending the meeting were introduced by Dorothy Frances Wright, radio committee national chairman. All highly praised radio's cooperation with the DAR. Speaking informally, Mrs. G. L. H. Brosseau, honorary president general, told the group: "My taste is rather low. I adore serials—and I like commercials." And mild murmurs of approval fluttered across the room.

PERKINS BUYS LAREDO STATION FOR $80,000

KPAB Laredo, Tex., MBS outlet on 1490 kc with 250 w, has been sold for $80,000 to Mark Perkins, formerly with KENT Shreveport, La., it was announced last week by Dallas office of Blackburn-Hamilton Co., station broker.

Sellers are J. K. Beretta and Howard W. Davis, operating as Laredo Broadcasting Co., KPAB licensee. Mr. Perkins for several years was radio freelancer in Chicago and San Francisco and one-time was with WTOD Toledo. During the war he served with both RCAF and AAF, flying combat missions in Europe.

Application for FCC consent to the sale is in preparation and is to be filed through Dow, Lohnes & Albertson, Washington.

Lever Bros. Account

LEVER BROS. Ltd. has appointed Day, Duke & Tarleton, New York, to handle Canadian advertising of a new but unannounced product. No plans have been released.

MIDWEST TV UNIT

Chicago Council Organized

FORMAL organization of the new midwestern television society, the Chicago Television Council, was announced Thursday by James L. Stirton, its newly-elected president.

Officers elected in addition to Mr. Stirton, general manager of ABC Central Division, were:

★

Ardien B. Rodner, Television Advertising Productions, vice president; Fran Harris, Ruthrauff & Ryan, secretary, and Russell Tolg, BBDO, treasurer.

Meetings began last month when TV representatives from networks, stations, agencies and allied fields held the first in a series of conferences designed to lay the groundwork for an organization similar to New York's American Television Society. [BROADCASTING, Feb. 23, March 22]. With two Chicago TV stations on the air and two more scheduled to start in September, formation of such an organization was deemed a growing necessity by charter members of the group.

Aims to which the CTC has pledged itself are: (1) To encourage a high standard of TV performance, (2) to focus national attention on Chicago television facilities, (3) to develop program and production techniques, and (4) to serve as a clearing house for the release of accurate information about television and its related problems.

Anyone engaged in the operational, production or business phases of television at the executive level is eligible for membership, Mr. Stirton announced.

In addition to the officers, a seven-man board of directors was elected: Don Meier, WBKB; Don Cook, WGN-TV; Ken Carpenter, Bolling Co.; Nort Jonathan, WJJD; Fred Killian, ABC; Ralph Liddle, Commonwealth Edison Co., and Art Holland, Malcolm-Howard Agency. Holman Faust, vice president and radio director of Mitchell-Faust Advertising Co., was chairman of the nominating committee.

Next meeting of CTC will be held May 4.

NBC TV Space

NEGOTIATIONS by NBC to acquire space for television broadcasting in the RKO-Pathe studios at 106th St. and Park Ave., New York, were reported near conclusion last week. It was believed that NBC would use the added studio space, if the deal were consummated, both for film and live television operations.

KFSA delivers a market that can't be covered from OUTSIDE FT. SMITH!
160 MILES FROM JOPLIN
222 MILES FROM OKLAHOMA CITY
295 MILES FROM MEMPHIS
144 MILES FROM TULSA
FT. SMITH
OKLAHOMA ARKANSAS
160 MILES FROM LITTLE ROCK
273 MILES FROM SHREVEPORT
FORT SMITH, the number 2 market in Arkansas . . . . the center of a rich agricultural and industrial market.
Sales from manufacturing average over 33 millions of dollars per year . . . retail sales, over 35 millions. Effective buying power is set at 58 millions per year. Bank deposits are over $1100 PER CAPITA! A great market . . . it's all yours through KFSA . . . Fort Smith.
Fort Smith Southwest American FORT SMITH TIMES RECORD Southwest Times Record
KFSA 950
FORT SMITH ARKANSAS
AMERICAN BROADCASTING COMPANY AFFILIATE
KFSA/fm—107.7 Megacycles, Channel 299
REPRESENTED NATIONALLY BY
TAYLOR • HOWE • SNOWDEN Radio Sales, INC.

Promotion

RICHARD HESS with CBS since 1939, last week was named manager of ratings services division of CBS research. He previously had been assigned to chief research duties with Radio Sales.

JOSEF C. DINE, NBC's trade news editor, has been elected president of New York Chapter, 36th Infantry Division Assn., of which he had previously been first vice president.

CLAIRE R. HIMMEL, former promotion and research director of WGAC Augusta, Ga., has joined WNEW New York, as assistant to John V. B. Sullivan, promotion director.

CHARLES OPPENHEIM, former director of promotion activities at WINS New York, April 12 became assistant to **NEAL HATHAWAY,** manager of CBS program promotion division of advertising and sales promotion department. **MORRY SALBERG,** formerly with publicity department of Eagle-Lion Pictures, joined CBS same day as member of program promotion division.

RANDY SMITH, adveritsing and promotion manager of KOA Denver, is the father of a girl, Stacey Lee.

HARRY W. SEVERANCE, sales-promotion manager of WGTM Wilson, N. C., has been elected president of Wilson Junior Chamber of Commerce.

'Ice Cream Story'

SPIRAL-BOUND "formula book" containing material for complete development and conduct of local promotional and public relations activity has been distributed to over 2,000 ice cream manufacturers, members of International Assn. of Ice Cream Mfgrs., by the association. Titled "Telling Your Ice Cream Story," this 10½ by 17-inch book is sectionalized and indexed for easy usage. Radio advertising is emphasized in one complete section that explains what manufacturers can expect from radio. It shows how to buy time on local stations and how to allocate that time where it will do the most good. Four full pages contain sample continuities, plus full column of "Ice Cream Facts" that can be incorporated in spots. Bulging pockets at both ends of book contain public relation kits and advertising material ready for instant release, including kit for farm program directors and one for women's activity directors. Book is the work of the association's agency, Adv. Inc. of Washington.

WKRC Hooper Scale

JUMBO-POSTCARDS on which is printed scale-chart comparing two Hooper Reports of WKRC Cincinnati have been distributed by that station. Chart shows the increase in Hooper points gained by WKRC in December '47-February '48 period, as compared to October '46-February '47 period. Address side of card is headed: "The WKRC Key Item Plan of Pro-Ad-Mer-Dising [promotion, advertising, merchandising] Builds Listeners to Your Program While It Merchandises Your Product . . . See Your Nearest Katz Agency Man About WKRC . . ."

WIS Market Data

FIRST in series of Market Data Reports on the WIS Columbia, S. C. area has been distributed by that station. Reprint of article from "The State" concerning establishment of new duPont industry at Camden, S. C., 30 miles from Columbia, is featured in one-page report. Copy accompanying reprint reviews growth of industry in the area which "will result in a better, wealthier audience for your advertising story . . . when you select WIS."

Journalism Awards

ANNUAL AWARDS for New York high school journalism students will be cosponsored by WOR New York and New York Herald Tribune. This year's winners—two boys and two girls—will be sent to Philadelphia to cover Republican and Democratic conventions for WOR and the Herald Tribune. Entries from both public and parochial schools in New York will be judged by three faculty members from New York universities.

Promotes Promotion

"THIS promotion speaks for itself!" That's the head of new mailing piece being distributed by O'Brien & Dorrance, New York, specialist in promotion. Sheet displays layout of "talking book" prepared by O&D for Westinghouse. Accompanying copy describes book and its value, and advises recipient to "Toss us your problem. We'll have it trussed and tied in no time at all."

KFRO Blotters

TO ENCOURAGE people in the area to think of KFRO Longview, Tex., as news agency specializing in local news, station has printed and distributed some 5,000 blotters asking for local news items. Blotters were distributed to local accounts and school and women's organizations.

PRIZE winner of recent "Nora Drake" Toni Co., contest is "Tiny" Bob Drake, promotion manager of KANS Wichita. He is pictured with the Philco table model radio with FM, which he won as second prize in Class A for cities with population over 100,000. "Tiny" weighs some 350 pounds; is not related to Nora Drake.

Dealer Talks

TO CREATE better understanding and closer cooperation between video stations and dealers, WWJ-TV Detroit has started weekly series of closed circuit talks aimed at local television dealers. Station feels that dealers will be better equipped to sell television to the public if they are informed on activities and future plans of the station and are cognizant of existing problems and overall planning both locally and nationally. Each week WWJ-TV invites representative of a set manufacturer to participate in the telecast.

KCMC-FM Edition

SPECIAL ten-page edition of Texarkana Gazette on April 11 was devoted to KCMC-FM, new station at Texarkana, Tex. Cover page consists of full-page picture of station's transmitter tower, surrounded by cut-out photos showing path of broadcast—from baseball game, to announcer, to engineer, to family group. Cut-out photos are connected by ticker-tape repeating call letters, KCMC-FM. Articles on station's activities and plans, pictures of staff members and facilities, and congratulatory ads from local business firms, are included.

Pickwick Brochure

GIANT-SIZE brochure outlining advertising plans of Haffenreffer & Co., Boston, to introduce its Pickwick beer in New England market have been distributed by Harold Cabot & Co., Boston, agency for Haffenreffer. In addition to sample newspaper ads and window displays, brochure contains two-page spread on radio campaign. Transcribed messages for Pickwick beer started on 18 stations in New England April 16. Spots feature voices of Jimmy Wallington, Don Wilson, Ken Carpenter, Ben Grauer and Andre Baruch. Spread in brochure shows blown-up head-cuts of the personalities and sample scripts which they use.

FMA Stickers

MEMBERSHIP signature cut has been prepared by FM Assn. for use by members on stationery. Proof of the cut, plus sample sticker reading "Be Sure Your New Radio Has FM," for use on bills, statements, etc., have been distributed to FMA members in letter from Bill Bailey, FMA executive director. Letter lists price of stickers and signature cut and includes order blank and reply envelope.

'Desire' Transfer

"IN NEW ORLEANS the street car named Desire is really a street car and not the greatest show in town," says new mailing piece prepared by Fitzgerald Adv., New Orleans, for WWL that city. The Desire street car, which carries a WWL card on the front, is pictured in the three-fold piece along with an actual transfer from the famous vehicle. "In New Orleans the street car named Desire advertises the greatest show in town on WWL," copy continues, and "you get upwards of 600,000 people to transfer from Desire to Action by using WWL . . ."

KCMO 'Cheep' Brochure

OUTCOME of aid given by KCMO Kansas City, to TWA recently, is told in yellow and white brochure being distributed by station. Brochure tells how the airline had cargo of 3,200 baby chicks stranded at Kansas City Airport due to weather conditions when they called KCMO to buy advertising space on evening broadcast. No time was available, but evening newscaster told of chicks' plight on his broadcast, and soon people were calling and visiting the airport to buy the chicks. Letter sent to KCMO from TWA official is reproduced on front spread with baby chicks at corner and inside. Inside spread carries head "Not a 'Cheep' Left!"

M. C. Service

"CONTEST to end all contests" is claim made by Milton Q. Ford and Milt Slosser, early-morning men on WWDC Washington, regarding their latest feature. For most unusual article sent in to them, they are awarding their services for an entire day, including washing dishes, sweeping house, and other household duties plus broadcast of their entire show direct from winner's home.

THE LONG ISLAND STORY

WHLI and CBS are the only radio organizations selected by the New York Newspaper Guild for 1948 Page One Awards.

•

WHLI's Page One Award is for "Radio Journalism".

WHLI 1100 KC
BETWEEN WHN AND WNEW
AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD
LONG ISLAND

WMPS
MEMPHIS
68
On Your Radio
10,000 W Day Time
5000 W Night Time

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

FARM STATION?
Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Management

DONALD S. KELLETT, basketball coach of U. of Pennsylvania and sports adviser to Philadelphia Inquirer stations, has been named administrative assistant to **ROGER W. CLIPP,** general manager of the stations. He will work on special assignments of administrative nature within the WFIL organization. In order to devote his full time to radio and television activities of the stations, he has resigned from the university. He first joined WFIL staff in 1946, serving as sports adviser.

RUSS BAER, former commercial manager of CKWS Kingston, has been appointed manager of CHEX Peterborough, succeeding **HAROLD BURLEY,** who has transferred to newspaper interests of the Thomson organization, operator of CHEX.

EDGAR KOBAK, president of MBS, has received for MBS a plaque from Marine Corps "for outstanding public service and cooperation in aiding the Marine Corps in its recent Citizen Marine Corps enrollment drive." Personal citations also were awarded to **HAROLD WAGNER,** director of program traffic and station information; **PAUL JONAS,** director of sports, and **JACK PAIGE,** director of special events, all of Mutual.

HOWARD MARTIN, manager of WALA Mobile, Ala., has been elected a director for two-year term in newly-organized Advertising Club of Mobile.

JOHN F. PATT, vice president and general manager of WGAR Cleveland, is subject of recent editorial appearing in Cleveland Press. Editorial, which praised Mr. Patt highly, concerned his appointment as president of Convention and Visitors' Bureau.

RAY LIVESAY, owner and manager of WLBH Mattoon, Ill., is the father of a boy, James Ray 2d.

NBC MERGER

TV Phases Integrated With Departments

NBC's plan of consolidating television and sound broadcasting operations proceeded last week as its television sales department, which heretofore has functioned independently, was integrated into the sales organization of the network.

Reynold R. Kraft, television sales manager, became assistant to George H. Frey, director of network sales.

Two other television departments —news and special events, and stations—which also were independently operated, have also been absorbed by similar departments in NBC.

Video news and special events will be under William F. Brooks, vice president in charge of news and special events and international operations. The integration of television sales with the network organization placed responsibility for that phase under Easton C. Woolley, NBC director of the stations department. Charles Bevis, formerly in charge of station relations and traffic in the television department, was transferred to the station relations department and reports to Sheldon B. Hickox Jr., department manager.

In the integration of television sales with the network, Harry T. Floyd, H. V. Anderson and Robert Sarnoff, formerly of the television department, were assigned to the network sales department; Joseph M. Milroy was assigned to network sales service, reporting to F. M. Greene.

Television national spot sales were consolidated with the network's National Spot Sales department under James V. McConnell, director of National Spot Sales. John M. Greene was assigned to liaison between network and National Spot Sales.

Respects

(*Continued from page 56*)

and became Pennsylvania state manager in 1937.

In 1939 he was brought to New York as night editor of INS and supervisor of the night Hearst service which carried, among other matters of great moment, the editorials struck off by the Old Man himself and was therefore a Spartan training ground that would inure its supervisor to almost any future master.

In the fall of 1940, with war news multiplying, Mr. Eiges was made cable editor of INS. When he heard of a job opening at the NBC press department the next summer, he took it.

Mr. Eiges was hired as a writer assigned to Blue Network shows. Within a year he became assistant manager of the press department. On Jan. 15, 1945, he became manager, and last Oct. 3 a vice president.

Meanwhile, Mr. Eiges married the former Beatrice Wechsler, of Pittsburgh. They have a daughter, Marilyn Sue, 5½.

He has little time for hobbies; the only one to which he owns is reading. He is a member of Pi Lambda Phi, Omicron Delta Kappa, Sigma Delta Chi, the American Council on Public Relations and the National Assn. of Public Relations Counsel.

As vice president in charge of press, Mr. Eiges has supervision of a department of 39 employes in the New York headquarters of the network and is in on policy setting sessions of the network executives.

His skill is behind the public pronouncements of NBC's biggest brass. The finely-turned phrases of any important NBC executive's speech usually have come from Mr. Eiges' typewriter.

A giddier man than Mr. Eiges might have been carried away by such a sudden rise from writer to vice president in less than seven years. His associates insist, however, that Mr. Eiges, a sturdy worker, has not let himself get lost in the upper reaches of the NBC hierarchy.

NEWSPAPERS PUBLISH SPECIAL TV SECTIONS

TWO LEADING newspapers have devoted special editions to the television field this month. An entire 20-page section was published April 14 by the *Washington* (D.C.) *Post*, and on April 18 the *New York Herald-Tribune* carried a 22-page video section.

Feature article in the *Post* was a by-lined piece in which FCC Chairman Wayne Coy pointed to the increasing tempo of video and gave a factual report on video station and network construction throughout the country. Other contributors: Edgar Kobak, Mutual president; W. J. Purcell, engineer in charge of broadcasting operations, General Electric; Bond Geddes, executive vice president, RMA; Dr. Ray H. Manson, president, Stromberg-Carlson Co.; and Frederick D. Ogilby, sales manager, Philco radio division.

The *Washington Post* operates WINX and WINX-FM.

Lead article in the *Herald-Tribune* section also stressed the rapid growth of the media and predictions of its future. Production of video shows was given a thorough review, as was the job opportunities offered in the field. Herbert Bayard Swope Jr., CBS television director, contributed an article on sports telecasting in which he emphasized that television builds, not decreases, sports crowds.

Former Announcer Suing WLS on Contract Charge

HARRY GEISE, former WLS Chicago announcer, March 30 filed suit for $25,000 against the station, charging it broke his 1945 contract by refusing to reinstate him after a four-month illness. Suit was filed in Circuit Court, Chicago.

Mr. Geise, who handled weather reports, said his one-year contract called for $125 a week, with renewal options for $150 the second year and $200 the third.

Thomas E. Murphy, WLS attorney, said Mr. Geise breached his contract when he failed to report back to work as scheduled.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ

has proven listener loyalty that means

low-per-sale advertising costs for WDBJ *advertisers*

WDBJ alone adequately covers a rich, diversified market representing 23.7% of Virginia's buying power! The winter 1948 Hooper Station listening Index shows that WDBJ's daily average-share-of-audience in its home city of three stations is 54.2%!

Ask Free & Peters!

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC., *National Representatives*

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—

5000 WATT OUTPUT!

JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About

CHNS
HALIFAX NOVA SCOTIA

CHANGES IN CANADIAN RATE TITLES PROPOSED

CHANGES in advertising rate titles are being recommended by the Radio Executives Club of Toronto to the Canadian Assn. of Broadcasters, following a forum luncheon discussion April 14.

Proposed changes involve changing titles of national rates to general rates and local to retail rates. The great difference between the two rates used by most Canadian stations was pointed out during the discussion by Ralph McKeown, radio director of A. J. Denne & Co., Toronto agency. Waldo Holden, commercial manager of CFRB Toronto, told of his experience with the two rates while commercial manager of CKRC Winnipeg and described the system in use by KSTP St. Paul. Bob Day, president of Bulova Watch Co. of Canada, expressed the views of the national advertiser on rates.

Feature

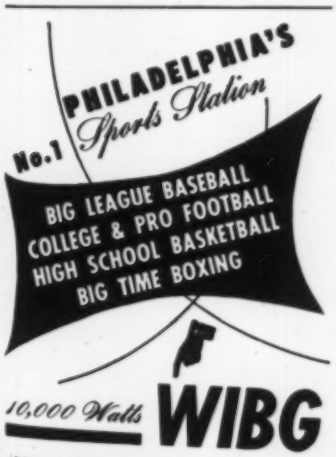
(*Continued from page 18*)

tribution of the gift packages?

The WLS management answered this by handing over a check to cover purchase of 24 dozen eggs and five 10-pound hams and arranging for delivery of the cargo, which reached the orphanage in plenty of time for Easter.

The orphans converged on the car which rushed the ham and eggs from the airport, and helped carry the precious cargo into the kitchen themselves. Then, with the help of "Father" O. R. Y. Viveen, superintendent of the institution, and his wife, "Mother" Viveen, they were allowed to help prepare Easter breakfast. Even the American Airlines pilot who flew the food over to them pitched in with the preparation.

The grace at the meal was a simple prayer said in Dutch by "Father" Viveen: "Lord, bless our good friends in America." And the children echoed a solemn "Amen."



Commercial

SAMUEL H. CUFF, president of Storevision Inc., New York, has been appointed television consultant to Adam J. Young Jr. Inc., station representative, which is inaugurating a television advisory service for clients. Mr. Cuff, former general manager of DuMont television stations and later organizer of Allied Stores-RCA Television Caravan, will be available for consultation to Young clients on all phases of video operation.

GENE GRANT & Co., Los Angeles and San Francisco, has been appointed Western national sales representative for KSUH Susanville, Calif. Eastern representation will be by **DONALD COOKE Inc.** KSUH will begin broadcasting in late April with 250 w on 1240 kc full-time.

R. L. STUFFLEBAM, for past three years general manager of WDZ Tuscola, Ill., has been appointed sales manager of KSTL, new daytime station under constuction in St. Louis. He will assume his duties today (April 26). Prior to joining WDZ he handled regional sales for Central States Broadcasting System (KFAB-KOIL Omaha, KFOR Lincoln), where **FRANK E. PELLEGRIN**, who is general manager of KSTL, formerly was general sales manager. KSTL expects to begin operations late in May.

Mr. Stufflebam

GEORGE SHUPERT, with Paramount Pictures Inc. for nine years and former president of American Television Society Inc., has been appointed director of commercial operations for Paramount's television division. **JOHN DICKINSON**, in television divison, has been promoted to national sales representative for KTLA Los Angeles, and eastern sales representative of WBKB Chicago, both video stations. **BURT BALABAN** has been promoted from director of negotiations for television films, to manager of film department.

JERRY KING, formerly with WNEW New York, has been named traffic manager of WDHN New Brunswick, FM station of Daily Home News.

ROBERT M. SCHILLIN has joined sales staff of Bremer Broadcasting Corp., owner-operator of WATV, WAAT and WAAT-FM Newark, N. J., as account executive. He is the son of A. B. Schillin, vice president and local sales manager of firm. Robert Schillin was incorrectly identified as sales manager of Bremer in BROADCASTING, April 19.

MAC WARD, former sales representative at Adam Young Co., Chicago, station representative, has joined sales staff of MBS' mid-west offices in Chicago. Mr. Ward previously was sales executive with CBS and the former Blue network in Chicago.

ROBERT JAWER, who formerly operated Jawer Television Productions, Philadelphia, has been named sales representative for Philco television station WPTZ Philadelphia.

VIC UEBERROTH, former manager of San Francisco office of Allied Adv. Agencies, has been appointed commercial manager of KSBR-FM San Bruno, Calif. Mr. Ueberroth also had been an account executive at KJBS San Francisco and sales manager at KSMO San Mateo, Calif.

JOE G. FISHER Jr., current spot sales service manager of WENR Chicago, has been named account executive in WENR local and ABC Spot Sales department.

KEMPER WILKINS has been named special sales and program representative for WRFD Worthington, Ohio.

JAMES F. BURKE, with CBS since 1933 when he joined program department, last week was named to staff of Radio Sales, radio station representative, as supervisor of CBS program service. He formerly was chief of audience description division of research department.

CLAUDE H. FRAZIER, former business manager of WROL Knoxville, Tenn., has been appointed sales director of WAGA Atlanta. Mr. Frazier has been in radio since 1930 and has had 12 years of sales and business experience with WROL.

Mr. Frazier

KETTELL & CARTER, Boston, has been appointed New England sales representative for WOR New York.

MISS SHIRLEY SCHWARTZ has joined accounting department of WGAT Utica, N. Y., and **WILLIAM TOOMEY** has joined sales department.

GEORGE WOOD, formerly with WIL St. Louis for over 10 years and more recently general manager of KRKN Fort Smith, Ark., has rejoined sales staff of WIL.

WILLIAM H. HYLAND, formerly with Radio Sales, radio station representative, CBS, and recently with Columbia-owned station administration, has joined CBS television sales staff.

JOHN E. PEARSON Co. has been appointed national representative of KCRG and KCRK (FM) Cedar Rapids, Iowa.

Illuminated Signs Added To ABC Promotion Drive

ABC has announced plans for erection of large, illuminated signs in New York, Los Angeles and Hollywood to promote programs heard over WJZ New York and KECA Los Angeles, two of the network's key stations.

Ivor Kenway, ABC vice president in charge of advertising and promotion, disclosed that network's 260 affiliates are tying in with the program promotion campaign by using standardized outdoor painted bulletins, billboard-size, made available by ABC. The stations will spend between $500,000 and $750,000 on this project, Mr. Kenway said.

Dixie Engineering

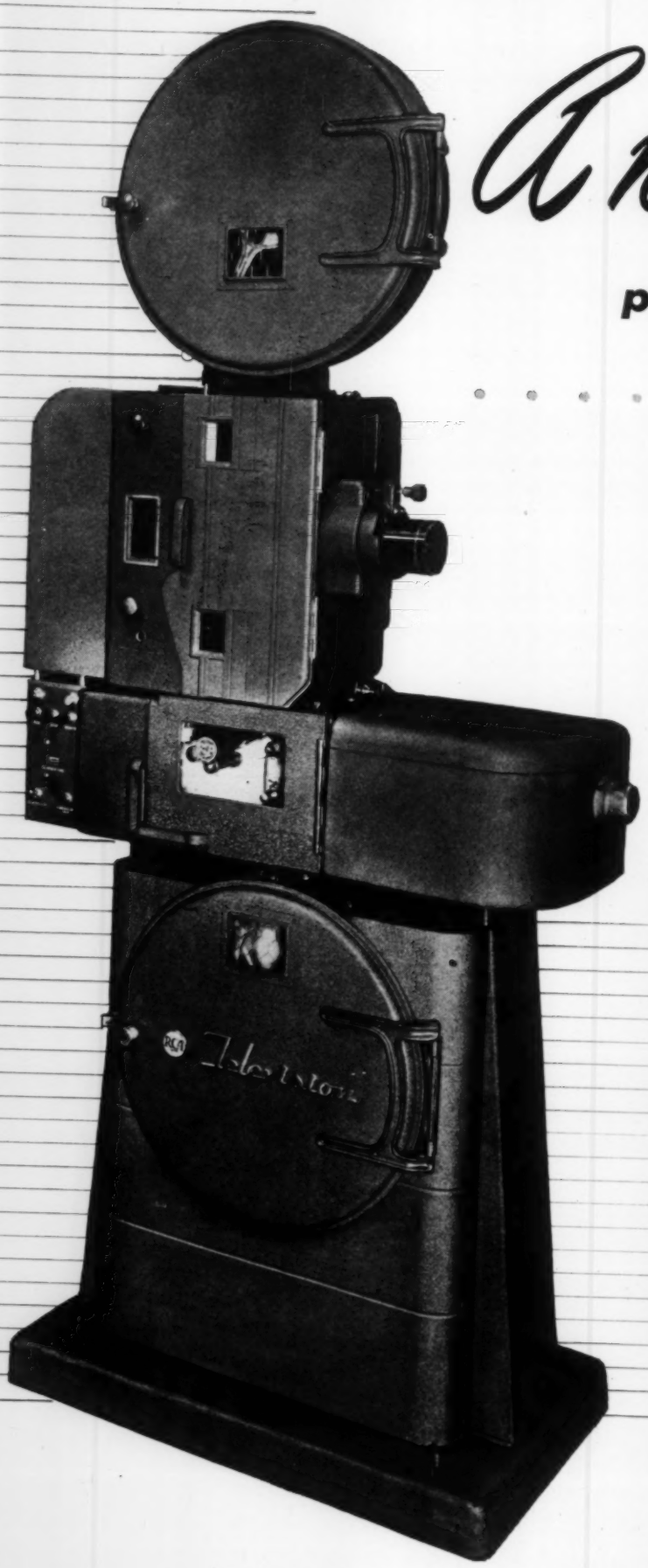
DIXIE Engineering Co., Columbia, S. C., has become affiliated with Broadcast Engineering, Oshkosh, Wis., and will handle the firm's engineering business in Kansas, Oklahoma, parts of Missouri, Arkansas, Mississippi, Louisiana, Kentucky, Tennessee, Alabama, West Virginia, Virginia, the Carolinas, Georgia, Florida, Texas, New Jersey, Delaware, Maryland, Rhode Island and Massachusetts. Announcement was made by Nathan Williams of Broadcast Engineering. Dixie Engineering is headed by T. V. Miller, R. L. Easley and J. H. Willis.

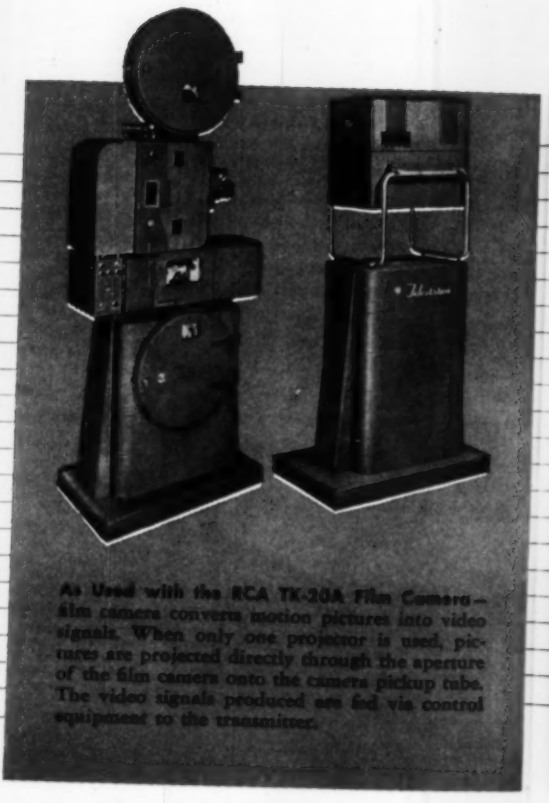
Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.

WTIC's 50,000 watts represented nationally by Weed & Co.

A new 35mm

precision-built Brenkert





As Used with the RCA TK-20A Film Camera—film camera converts motion pictures into video signals. When only one projector is used, pictures are projected directly through the aperture of the film camera onto the camera pickup tube. The video signals produced are fed via control equipment to the transmitter.

XUM

television projector by RCA

mechanism assures smooth, quiet operation

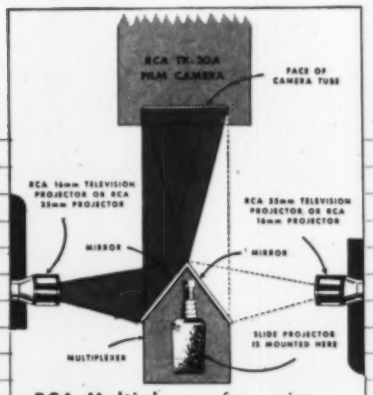
A PERFECT FILM PROGRAM every time . . . high-definition, flickerless pictures . . . continuous, on-the-air dependability—with this new sound-film projector that's designed specifically to meet the exacting needs of television stations.

The film-drive mechanism and other mechanical features are precision-built in the RCA Brenkert plant . . . home of the famous projectors used by leading theatres around the world. The sound-head is the well-known RCA high-quality unit used in these projectors—modified to include a special, salient-pole synchronous motor.

Here is the film projector that produces higher light output with negligible heating of the film gate *or* the film . . . enables you to project single frames as stills. Here is a film projector with great mechanical simplification—and with fewer moving parts for quieter, easier operation. It's easy to operate. It's simple to maintain . . . even oils itself!

Auxiliary equipment for the projector includes: (1) a control rack—with its pulsed light power supply, remote panels, and 10-inch picture monitor; (2) a film camera multiplexer employing two mirrors to reflect projected images from two film projectors *into a single television film camera.*

To get the most from *your* newsreels, shorts, and feature films, overlook none of the advantages of this new 35-mm projector. Let your RCA Broadcast Sales Engineer give you the technical details and prices. Or write Dept. 19-DC.

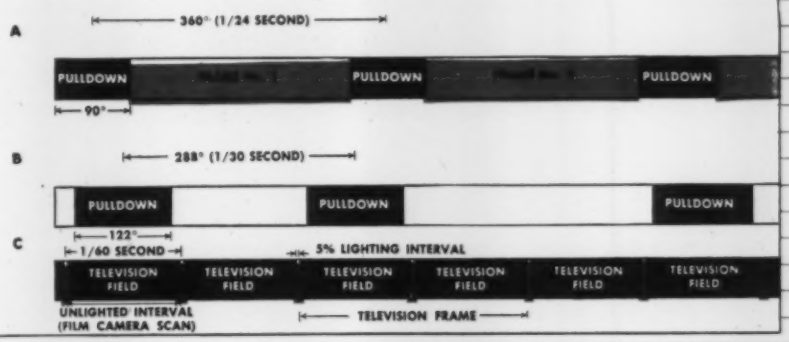

RCA TK-30A FILM CAMERA
FACE OF CAMERA TUBE
RCA 16mm TELEVISION PROJECTOR OR RCA 35mm PROJECTOR
RCA 35mm TELEVISION PROJECTOR OR RCA 16mm PROJECTOR
MIRROR
MIRROR
MULTIPLEXER
SLIDE PROJECTOR IS MOUNTED HERE

RCA Multiplexer—for uninterrupted projection of multireel films where two projectors are needed. This ingenious RCA device eliminates the need for an additional film camera. It consists of a V-shaped mirror for reflecting images from either projector to film camera and a slide film projector for inserting station breaks, commercials, and special effects.

How it works—Line A shows the pull-down timing of a standard 35-mm film projector (no lighting during 90° pull-down). Line B shows pull-down timing of the RCA 35-mm television projector—and the duration and repetition rate of the short intervals during which light passes through the film.

Line C shows the projector lighting interval of the RCA 35-mm television projector. The "light-on" intervals are produced by a pulse-controlled camera lamp that produces an 800-microsecond flash every 1/60th second. The picture images are projected onto the film camera pick-up tube during the retrace (blanking) interval of its scanning beam. The "storage" property of the tube permits scanning during the unlighted interval between flashes.

Scanning releases the picture charge—converts it into a video signal. A synchronizing generator keeps the projector and film camera in phase.



TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Rope 'Em In!

America's foremost singers of Western tunes, The Texas Rangers, are ready to lasso their large audience into your sales room. They rope 'em in with their wide selection of favorite tunes, beautifully transcribed. These transcriptions, numbering in the hundreds, are virtually as flexible as live talent. They allow you to spot your messages wherever you want them. In other words, you add The Texas Rangers to your sales force at a price scaled to fit your market and station. You'll find perfect harmony...in songs and sales.

Wire, Write or Phone for Complete Details

THE *Texas Rangers*
AN
ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.
Geo. B. Halley, Mgr. Syndicated Features

Technical

SAMUEL STEEN, of Franklin Institute in Philadelphia, has joined technical staff of KYW Philadelphia, as summer relief engineer.

FISHER-PIERCE Co., Boston, has announced that special models of its Photoelectric Control, originally designed for street lighting, are now available for control of aircraft obstruction lights on radio towers. Control turns on automatically with unvaried reliability at 35 ft. candles and turns off at 55 candles, according to manufacturer.

WESTERN ELECTRIC Co., New York, has announced new guard to be used with reproducer arm of its 109 type reproducer group, used on studio turntables.

FM to the Rescue

FM CAME to the rescue of its older brother, AM, early this month when a bulldozer cut the telephone cable feeding WMAS Springfield, Mass., transmitter. Chief Engineer John Michnovez tuned an FM receiver to WMAS-FM, which was not affected by the break and which duplicates all WMAS programs, and used this signal to feed the AM transmitter for three hours until the break was repaired.

WIND TURBINE Co., West Chester, Pa., has introduced new omnidirectional FM receiving antenna. Designated as Trylon FM receiving antenna, unit is coaxial dipole based on transmitting turnstile with modifications.

HERBERT GREENBERG, WINS New York engineer, is the father of a girl, Frances Paula, born April 1.

NEW RATES OF KSD-TV ARE EFFECTIVE MAY 1

RATE CARD NO. 2 has been published by KSD-TV St. Louis and will become effective May 1, according to George M. Burbach, general manager of the *St. Louis Post-Dispatch* station.

For one hour of live talent programming and announcements the NBC television network affiliate operating on Channel 5 (76-82 mc) plans to charge $250, exclusive of any musical, dramatic and other talent charges.

Other rates, exclusive of musical, dramatic or other talent charges and cost of installations for remote programs are as follows for live talent programs and announcements: 40 minutes, maximum of 1½ hours rehearsal time required, $200; 30 minutes, 1 hour rehearsal, $150; 20 minutes, one half hour rehearsal, $125; 15 minutes, one half hour rehearsal, $100; 10 minutes, one half hour rehearsal, $75, and one minute, one quarter hour rehearsal, $40. A 20% discount is applied in the case of film programs and spot announcements. Recognized agencies are to be paid a 15% commission on time sales. General telecasting rates carry frequency discounts as follows: 13 times, 5%; 26 times, 10%; 52 times, 15%; 100 times, 20%, and 200 times, 25%. Extra rehearsal time charges are $50 for each hour up to five hours and $150 for each hour in excess of five hours.

WORK ON TRANSMITTER OF WNHC - TV STARTED

CONSTRUCTION work has started on transmitter for WNHC-TV, television station of Elm City Broadcasting Corp., New Haven, Conn., and should be completed by June 1, officials of the corporation state. The new station, which will be the first affiliate of DuMont Television Network, will operate on Channel 6 (82-88 mc).

Elm City also is planning to launch its FM station, WNHC-FM, soon. The FM outlet will be on Channel 256 (99.1 mc).

The corporation, headed by Patrick J. Goode, also operates WNHC, 250-w fulltimer on 1340 kc. James T. Milne is general manager.

KICM Mason City Takes Air as 250-w Fulltimer

KICM Mason City, Iowa, became the fifteenth station of the Iowa Tall Corn Network when it took the air last month with 250 w on 1490 kc fulltime.

Mr. Jones

Charles E. Jones, former radio timebuyer for Montgomery Ward, Chicago, is manager of the MBS affiliate. Paul Patrick, formerly of WLCX LaCrosse, Wis., and KGLO Mason City, has been named KICM program director. The staff is composed of 18 Iowans, 14 of them from Mason City.

Transmitter facilities are located on the south edge of Mason City. The modern 14-room studios are situated in the heart of the downtown area.

Donald E. Bankhart

DONALD E. BANKHART, 55, advertising manager of Northern Electric Co. Ltd., Montreal, Canadian subsidiary of Western Electric, died at Montreal on April 13. He was a director of the Assn. of Canadian Advertisers. At one time he was manager of CJNC Winnipeg, an early western Canadian station no longer on the air.

NEW TRANSMITTER house of WEMP and WEMP-FM Milwaukee is shown in this artist's sketch. Already in operation on AM from its new site, station expects to begin FM broadcasting tomorrow (April 27) on Channel 231 (94.1 mc). WEMP operates with 250 w fulltime on 1340 kc. Its new transmitter house adjoins new 465-ft. tower.

W6XIS Is On Regularly; To Be Commercial Soon

INTERMOUNTAIN Broadcasting Corp. (KDYL) Salt Lake City, Utah, officially inaugurated regular service for its video station W6XIS in a special telecast April 19. Commercial operation is expected to begin in the near future.

Speakers on the program included S. S. Fox, president and general manager of Intermountain Broadcasting Corp.; Governor Herbert B. Maw of Utah; Jennings Pierce, West Coast station relations manager of NBC; Dr. A. Ray Olpin, president of the U. of Utah, and Frank Streator, president of the Salt Lake Chamber of Commerce.

The station is on Channel 2 (54-60 mc) and will televise programs on Monday, Wednesday and Friday evenings with tests 3 to 4 p.m. daily.

WTMJ-TV Rate Card

IN LISTING the new rates for WTMJ-TV Milwaukee [BROADCASTING, March 22], it was erroneously stated that "transmitter charges will range from $25 for a 20-second slide film or card to $200 for a live progam including facilities." Actually, transmitter charges, as listed on the WTMJ-TV card, do not include facilities for five-minute programs up to one-hour programs.

WENR Chicago has been presented with a Certificate of Award by John Balaban, general chairman of 1947 Jewish Welfare Fund campaign.

Programs

SODA POP CAPS are valuable in Akron, Ohio, as result of new program started on WHKK under sponsorship of Golden Age Bottling Co. Jack Morrissey, m.c. of the ten-minute feature, "Cash for Caps," makes three telephone calls each night, offering to pay $1 for each Golden Age bottle cap in possession of person called. One hour before air time, Mr. Morrissey tells Golden Age representative in what part of town calls will be made. Representative drives his car near that vicinity and listens to program on car radio. If there is a winner he goes to address given on program and pays for caps. Show went on air offering cash up to $1,000. Each day, $25 is added to cash limit and will accrue up to $2,000 where value is shut off. Both sponsor and station have conducted intensive promotion campaign for program. "Cash for Caps" is a Darsky copyrighted production.

Interviewed at Game

ORIGINATING from box at Yankee Stadium, New York, "Roblee Fan Fare" program started last Friday over WABD(TV) New York, under sponsorship of Brown Shoe Co., St. Louis (Roblee shoes). The 15-minute series precedes telecasts of all daytime home games of New York Yankees. Sports figures, government, business and show leaders are interviewed. Leo Burnett Co., New York, placed the account, which will run through Sept. 26.

Guest Disc Emcees

LADIES attending audience participation program, "Virginia Dare Dares You," aired over WNAC Boston, are invited to act as guest disc jockies in contest for large list of prizes. Sponsored by Virginia Dare, Boston women's apparel shop, program originates from specially constructed studio in sponsor's downtown store. Verne Williams of Yankee Network, acts as m.c. and coaches ladies in platter spinning. Audience applause decides winner each day. Silton Brothers, Boston, is agency for Virginia Dare.

Success Stories

AMERICAN men and women who have achieved personal success are subject of new dramatic program, "Success Story," aired over WBBM Chicago. Sponsored by Triangle Employment Agency, weekly series presents dramatizations of life stories of individuals who have achieved national recognition. Bill Despard, WBBM announcer, is program's narrator and scripts are written by Douglas Stone.

'Money Sings'

INEXPENSIVE means for advertisers to make large cash awards is suggested by WFKY Frankfort, Ky., in its new program, "Money Sings." Program consists of recorded music, aired nightly for full hour. There are 12 spot announcements, each costing sponsor regular local rate, plus 50c-fee for give-away. At different and unannounced time each night, transcription is played at 78 rpm and designated as mystery tune. During last five minutes of show phone call is made and if person answering can identify tune he receives total of the fees—$6. Award increases nightly until tune is identified.

Comic Strip Aired

PARALLELING published adventures of Harold Teen as a radio disc jockey, new weekly half-hour show, "Swinging at the Sugarbowl," has been inaugurated by WGN Chicago, Sat. 12:30-1 p.m. Cast includes all of Harold's comic strip pals—Lillums, Peggy Wing, Shadow, Pop Jenks and Brick Jackhouse—with Fred Reynolds, WGN continuity writer and dialogue writer of the strip, portraying lead. Since some of characters are named after real-life people, listeners occasionally hear their actual counterparts as guest stars on broadcasts, notably Jack Brickhouse, sports service manager for WGN, after whom Jackhouse is named. Program also has scheduled Carl Ed, artist and creator of Harold Teen, for future programs. Show is built around characterizations and recordings.

Timely

WHEN ANNOUNCER Fred Fiske arrived at WOL Washington studios recently for 7:30 Sunday morning sign-on and 7:31 program, "Back to God," he found no engineer on duty. Phone call revealed engineer had overslept, so Mr. Fiske called transmitter technician for assistance. Technician fed recorded music over air while Announcer Fiske broke in from time to time with "Today only 'Back to God' will be heard at 8:30." Transcribed "Back to God" program was aired at 8:30 and subject of Christian Reform Church pastor's sermon was: "What Time Is It?"

Publicizes Competitors

RADIO REVIEW program has been started over WEAM Arlington, Va., featuring Tom Elliston, radio editor of Washington Times-Herald. Unique feature of show is that Mr. Elliston has been given complete freedom in programs and personalities he reviews, according to WEAM officials. He interviews performers heard on other stations in area and recommends and highlights features of interest on all stations. Each week he offers salute to radio's best program of the week, whether local or network. Program is aired Sunday at 1:30 p.m.

'Tot for a Day'

YOUNGSTERS are honored at WPIT Pittsburgh, on its Saturday feature, "Tales for Tots." Each week Gladys Braunstein, teacher at Falk Elementary School of U. of Pittsburgh, who produces the show, has as her guest a "Tot for a Day." Child is interviewed on show, tours station and receives large box filled with toys, games and picture books.

Swedish Feature

"SWEDISH HOUR" program, heard weekly over WJOC Jamestown, N. Y., has become one of its outstanding features, station reports. Except for mentions on behalf of sponsors, program is conducted entirely in Swedish and consists of news, direct from Sweden and also from the local Swedish community, and music and interviews. Inge Kihlberger, head of Jamestown's Travel Bureau, is m.c. Station says biggest surprise is that program has tremendous following among those who understand no Swedish. This is due in part to the music which is recorded and imported direct from Sweden.

Video Shows

TWO NEW television shows are being aired over WFIL-TV Philadelphia. First is called "Dancing at the Carnival" and features two former Arthur Murray dancing teachers. Show is sponsored by local automobile dealers and viewed from 9:30-10 p.m. Sundays. Each week winners in local social centers rhumba contests compete in similar contest before the cameras, with background planned to resemble carnival scenes. Other video show is titled "Quick on the Draw," with Charles Boland, m.c., and guest artist, portray their versions of well-known quotations, titles of books, etc. Contestants are asked to identify what artists are attempting to express with their drawings. If studio audience cannot guess right answer, video set owners may call station and give their guesses.

American Legion Programs

AMERICAN LEGION has distributed two 15-minute transcribed programs outlining steps being taken to combat subversive activities in U. S., to more than 900 radio stations which broadcast Legion's "Decision Now" transcriptions. One side of disc features program titled "Combatting Communism in America," presenting panel discussion on anti-Communist activities. Reverse side of platter presents 15-minute talk by Commander J. F. O'Neil, American Legion, titled "Dividends From Democracy." Letters carrying endorsement of the program by Justin Miller, NAB president, accompany the platters. Programs also feature first public announcement by radio of American Legion's non-profit Freedom Booklet campaign.

'Platter Party'

TEEN-AGE show originating from show window of local department store is new feature of WBMD Baltimore. Program titled, "Platter Party," invites audience to buy records in the store and then have them played over the air after purchase. Records played are by request of teenagers and recording stars are guests of WBMD from time to time. Show also has "give-away" feature for program participants, home listeners, and Student Advisory Board, composed of one student from each local school, elected by students.

WCSI Poll

IN A Public Opinion Poll of Southern Indiana, conducted by WCSI(FM) Columbus, it was found that 95.8% of people polled wanted national preparedness, 74.8% wanted Universal Military Training and 73.4% were in favor of Selective Service. Over 1,000 people were contacted by Harold Arthurs, WCSI news editor, and three field workers. All newscasts on April 9 devoted time to presenting the results of this poll.

Audience Judges

AUDIENCE-participation program, "You Be the Judge," is to start on KGO San Francisco today (April 26). Program permits members of studio audience to give their own opinions on four legal cases dramatized during the program. Four "judges" whose opinions are most nearly correct receive prizes and are permitted to participate as judges in mock trial at close of program. Judge rendering best decision in mock trial receives another prize. Gilbert Thomas writes and produces the program, which is an audition program, not broadcast.

Bridge Instructions

VIDEO INSTRUCTIONS in the art of playing bridge are current feature of WTTG Washington series. Titled "Winning Bridge Made Easy," program is weekly DuMont Television feature presented at 9 p.m. Fred L. Karpin, nationally ranked bridge authority, conducts series and will introduce televiewers to the "Point-count" method of playing contract bridge.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Pemora

IT'S EASY WHEN YOU KNOW HOW

On Transcriptions: Lang-Worth—Lenny Herman; World—Jose Morand.

On Records: Joan Edwards—Vitacoustic 932; Buddy Clark-Xavier Cugat—Col. 38135; John Paris—Vic. 26-9027; Blue Barron—MGM*; Eddie Ballantine—Tower*.

* Soon to be released.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

New Pep for Your Platter Shows from RCA Victor's latest releases

VAUGHN MONROE

What Do I Have To Do and A Little Imagination

RCA Victor 20-2811

EDDY ARNOLD

Texarkana Baby and Bouquet of Roses

RCA Victor 20-2806

RUSS CASE

Caravan and Star Dust

RCA Victor 20-2828

LOUIS PRIMA

I Feel So Smoochie and Betty Blue

RCA Victor 20-2763

LAWRENCE DUCHOW

Blonde Charlie and Red Raven Schottische

RCA Victor 25-1113

TONY MARTIN

Confess and Bride and Groom Polka

RCA Victor 20-2812

RCA VICTOR

RECORDS

Allied Arts

GREEN Assoc., Chicago program production firm, has signed five-year contract with NBC Central Division to produce "Vic and Sade," one of radio's pioneer dramatic serials. Sales also will be handled by the firm, and serial will feature original cast of Art Van Harvey, Bernardine Fynn and Paul Belvidere. Paul Rhymer, original author, will write the script.

JOHN A. LEIGHTON, advertising sales executive, formerly with American Weekly and Metropolitan Group, has opened offices at 420 Lexington Ave., New York, as advertising sales consultant.

HOPWOOD, LAUFMAN, FOMUND & CROSS has announced opening of offices at 236 N. Clark St., Chicago, to produce packaged television shows, live and on film, for advertisers. **MILT HOPWOOD,** active in the medium as writer, producer and actor since 1945, will be production chief; **HERBERT S. LAUFMAN,** formerly with Chicago Sun-Times, heads creative department; **WILLIAM J. CROSS** and **BERNARD FOMUND,** president and vice president, respectively, of Timely Events Inc., also are active in organization. Mr. Cross will be in charge of sales, while Mr. Fomund will direct promotion.

RUSSELL PIERCE, former manager of San Francisco office of J. Walter Thompson Co.; **PEN JOHNSON,** formerly with the same agency, and **MELVILLE C. THRELKELD Jr.,** have formed new public relations firm known as Pierce, Johnson & Threlkeld, with offices at 405 Montgomery St., San Francisco.

WILLIAM A. ZIMMERMAN has been appointed sales director of Television Adv. Productions, Chicago. Also joining the firm are **CLAYTON BERGMAN** as director of talent and licensed theatrical agent, and **JIMMY DEXTER** in production department. **NORMAN LINDQUIST,** TAP vice president formerly in charge of sales, has been placed in charge of all distribution.

Mr. Zimmerman

BEULAH BONDI, screen actress, and **LINA ROMAY,** actress and vocalist, have been signed for "Public Prosecutor" video series being produced for NBC by Jerry Fairbanks Productions, Hollywood.

BOB YEAGER, former head of radio exploitation at Columbia Pictures Corp., Hollywood, and **LEO SIMON,** former story editor of Screen Guide Magazine, that city, have formed publicity office, Bob Yeager & Leo Simon, at 1516 Crossroads of the World, Hollywood. Telephone: Hollywood 8163. New agency handles publicity for NBC "Eternal Light."

ROBERT SCHOLZ, former trade magazine editor and freelance writer, has joined Telefilm Inc., Hollywood, as publicity director and assistant to **DON McNAMARA,** director of television.

JOHN N. HUNT & Assoc., Vancouver, has been appointed sales representative for British Columbia for Guild Radio Features Ltd., Toronto, producer and distributor of transcribed shows.

EUGENIA PRICE, owner of Eugenia Price Productions, Chicago, has terminated her manager-representation contract with Music Corp. of America.

HARLAND ROSS, former freelance playwright, and **GORDON GRAY,** former head of Adv. Exchange Division, have formed Advertising Personnel Assoc. at 11 E. 47th St., New York. Agency will serve as employment agency for personnel in aural radio and television fields.

Equipment

THOMAS B. JACOCKS, former manager of Atlantic District of Electonic Dept., General Electric Co., has been appointed manager of Washington, D. C. office. **HENRY A. CROSSLAND** will succeed him as manager of Atlantic District, with headquarters in Philadelphia. Mr. Jacocks will coordinate activities of the department in Washington area, including customer service relations with FCC licensing.

GRAY RESEARCH & DEVELOPMENT Co., has announced that its factory has been moved from Elmsford, N. Y., to larger quarters at 16 Arbor St., Hartford, Conn. Firm, manufacturer of recording and transcription equipment, also has opened sales office at 565 5th Ave., New York.

ALTEC LANSING Corp., New York, has developed new Altec Lansing "10576 Amplifier Kit," which enables radio amateurs to assemble the Altec Lansing A-323B amplifier for themselves. Kit consists of five elements, and includes punched chassis and special transformers and coil. Amateurs will be able to build their own A-323B amplifier for approximately $75, firm states.

WESTERN ELECTRIC Co. has changed its New York headquarters office telephone number from COrtlandt 7-7700 to WOrth 4-2100, effective today (April 26).

U. S. TELEVISION MFG. Corp., New York, is issuing "Registered Television Owner Policy" to each purchaser of UST set, giving franchised service company right to have UST service department handle technical problems involving installation, service, etc.

RADIO OWNERSHIP KEY TO INSTRUMENT SALES

ONLY 18% of non-radio homes own a musical instrument while 80% of families owning five or more radios own a musical instrument, according to Dr. Albert Haring, consultant to the American Music Conference. Dr. Haring conducted a sales analysis to be released shortly, concurrent with the AMC nationwide survey.

"Whereas only 18.5% of the non-radio homes and 33% of the one-radio homes own a musical instrument, 80% of the families owning five or more radios own musical instruments," Dr. Haring disclosed.

Analysis Findings

Number of radios in home	Have Instrument	Have No Instrument
None	18.5%	81.5%
1	33.0	67.0
2	45.5	54.5
3	55.6	44.4
4	55.4	44.6
5 & over	79.7	20.3

"It is apparent," he concluded, "that a prospect for a radio, a record player or records is also a prospect for a musical instrument."

RCA Television Service Force in Field Expanded

RCA has expanded its force of trained television field servicemen from 1,200 to 1,400 in the past several weeks and is sending them to 18 areas where television can be seen to build circulation for the medium by prompt installation of receivers.

Fastest growing area, on a percentage basis, it was learned, is Baltimore, where the service force is to be augmented from 45 to 60. In the next two months these men will make 3,000 new installations in Baltimore in addition to rendering service on existing sets.

Before the end of the year it is expected that more than 600,000 RCA receivers will have been installed throughout the country, with New York and Philadelphia the largest TV markets.

Chicago Agency Men Told Rural Radio Co.'s Plans

FRED A. PALMER, president of Rural Radio Co., Cincinnati, newly formed station representative firm, told Chicago agency men April 14 that the company is interested only in rural radio stations.

At a luncheon in Chicago's Hotel Sherman, Mr. Palmer introduced nine station managers from midwestern, eastern, and southern states, all represented by Rural Radio, who are programming exclusively for farm markets.

The farm station men told of successful operations with programs limited to weather and market reports, "personals," and information on how to farm better. Each stressed the fact his station completely ignores city markets.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS 1, MO

LYNNE C. SMEBY
Consulting Radio Engineers
820 13th St. N. W., EX. 8073
Washington 5, D. C.

LLOYD R. AMOO
CONSULTING RADIO ENGINEER
121 EIGHTH ST., S.E. PHONE 845-W
JAMESTOWN, NORTH DAKOTA

GEORGE P. ADAIR
Radio Engineering Consultant
1833 M STREET, N. W
EXECUTIVE 1230 WASHINGTON 6, D. C.

Radio Towers Erected
Painted and Serviced
Ground Systems and Transmission Lines Installed
CLAY PLYMATE COMPANY, INC.
1814 Apco Tower Phone 7-7823
Oklahoma City, Oklahoma

LEE E. BAKER
CONSULTING RADIO ENGINEER
FRITZ BAUER, Associate
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

RADIO TOWERS
Ground Systems & FM Antennas
Erected, Painted & Serviced
ADVANCE RADIO TOWER CONSTRUCTION CO.
4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1479
MISSOULA, MONTANA
PHONE 8562

Radio towers, AM and FM, erected, painted and serviced coast to coast
Towers for sale; immediate delivery
Write, wire or phone 8503
John Greene
GREENE TOWER CO.
Southern Pines, N. C.

Electrical Tower Service Corp
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

DEADLINE
MAY 17 - NAB ISSUE
MAY 3 • *If proof desired*
MAY 8 • *Final Deadline*

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
904 NATIONAL PRESS BLDG. DI. 1205
WASHINGTON, D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-514 Munsey Bldg. — District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO.8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
923 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D. C.
13TH & E Sts., N. W.
NATIONAL 6513-6515

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

HAROLD B. ROTHROCK
GEORGE B. BAIREY
ASSOCIATE
1909 EYE ST., N. W. NATIONAL 0196
WASHINGTON, D. C.

GARO W. RAY
991 BROAD STREET PHONE 5-2059
BRIDGEPORT, CONNECTICUT

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St. N. W. Room 1210
DISTRICT 4127

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75TH ST. TRIANGLE 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. STERLING 7932
WASHINGTON, D. C.

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15TH ST., N.W. REPUBLIC 3883
WASHINGTON, D. C.

JOHN CREUTZ
219 BOND BLDG. REPUBLIC 3151
WASHINGTON, D. C.

GILLE BROS.
1108 LILLIAN WAY GLADSTONE 6170
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
Wash., D. C., 3459 24th St., S. E.
AXminster 3882
Birmingham, Ala., P. O. Box 2468
6-2924

ANDERSON & MERRYMAN
New York City New Orleans
33 W. 42nd St. American Bk. Bldg.
Longacre 5-6029 Lake Charles, La.
6-1480

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
AM—Allocations & Field Engineering—FM
Oshkosh, Wisc., Phone Blackhawk 22
AND AFFILIATES
DIXIE ENGINEERING CO.
Columbia 1, S. C.; Ph. 2-2742

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

Merl Saxon
3524 South Henderson
Telephone 4-5440
Fort Worth, Texas

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

New Business

(*Continued from page 16*)

liam Kester & Co., Hollywood, handles account for B-Z-B Honey.

S. O. S. MFG. Co., San Francisco, has purchased Soil-Off Mfg. Co., Glendale, Calif. Advertising for latter company, formerly handled by Los Angeles office of McCann-Erickson has moved to agency's San Francisco office, currently handling S. O. S. accout.

E. L. COURNAND Co., New York (Walco Tele-Vue Lens), which has appointed Dorland Inc., New York, to handle its advertising, is planning a television campaign, however, no schedule has been set.

ARCO Co. of Calif., Los Angeles (Pad-O-Paint), April 23 started five weekly half-hour *Dinner Bell Round-Up* on KXLA Pasadena, for four weeks' test run. Agency: Irwin-McHugh Adv., Hollywood.

LINCOLN PRODUCTS Co., Brooklyn (Nu-Kote auto paint), which has appointed Furman Co., New York, is anticipating spot radio in several key markets throught-out the country. No definite plans have been made.

Network Accounts • • •

U. S. TOBACCO (Model, Tweed, Old Briar, Dill's Best) is to sponsor *Take a Number*, audience participation show, on MBS Saturdays, 5-5:30 p.m. (local time) starting June 5. Formerly a sustainer, it replaces *Lone Wolf*. Agency is Kudner Agency, New York.

PROCTER & GAMBLE, Cincinnati (Dreft), April 26 shifts *Beulah* on western stations from Don Lee to eight CBS stations. With non-availability of western CBS stations at program's start sponsor had been utilizing 70 Columbia stations in East and Midwest and Don Lee in West. Agency is Dancer-Fitzgerald-Sample, Chicago.

UNION OIL Co. of California, Los Angeles, starts today (April 26) 52-week sponsorship of Fleetwood Lawton news commentary on full Don Lee Pacific Network. Agency: Foote, Cone & Belding, Los Angeles.

SUMMER replacement for the *Charlie McCarthy Show*, Sundays, 8-8:30 p.m. on NBC effective June 6 for 13 weeks will be Robert Shaw Chorale of 30 selected professional voices. Series will continue to be sponsored by Standard Brands through the summer. J. Walter Thompson Co., New York, is the agency.

EFFECTIVE June 30, *Rexall Theatre*, Wednesdays, 10:30-11 p.m. on NBC will feature Pat O'Brien in the part of Dan Carson the druggist, as the summer replacement for Jimmy Durante. Same show was featured last year as Rexall summer fare. N. W. Ayer & Son, New York, is the agency.

Adpeople • • •

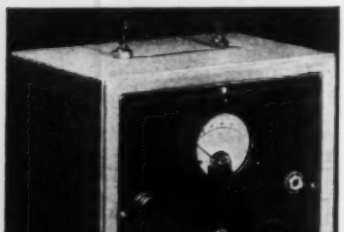
FRANK W. DIXON, former account executive of KXOA Sacramento, Calif., has joined advertising department of Tidewater Associated Oil Co., San Francisco.

LEO B. PAMBRUN, assistant advertising manager of Crosley Div., Avco Mfg. Corp., Cincinnati, from 1940 to 1942, has returned to Crosley as sales promotion manager for radio and television.

J. B. SCARLIFF has been appointed advertising manager of Firestone Tire & Rubber Co. of Canada Ltd., Hamilton. He joined company in 1938 and has been responsible for opening of Firestone dealers' stores across Canada.

RICHARD W. NEWELL, former advertising and sales promotion manager of Kaemper-Barrett, San Francisco (Admiral distributor), has been appointed West Coast advertising manager of Admiral Corp.

DUDLEY HOLLAND, former head of Dudley Holland Adv., now dissolved, has been named advertising manager of General Electric Supply Corp., New York branch.



PORTABLE
TWO CHANNEL
REMOTE
AM and FM
AMPLIFIER

COMPLETE WITH TUBES **$187.50** F.O.B. DALLAS

FREQUENCY RESPONSE: Uniform within ± 1 db, from 30 to 15,000 cycles.

MAXIMUM GAIN: 80 db.

OUTPUT NOISE LEVEL: — 60 db.

DISTORTION: 1% from 50 through 7500 cycles, measured at 2 volts across 600 ohms.

INPUT IMPEDANCE: 30, 125, 250 and 500 ohms.

OUTPUT IMPEDANCE: 600 ohms.

POWER OUTPUT: Maximum +10 dbm.

DIMENSIONS: 7" x 9½" x 9½".

WEIGHT: 9 lbs.

FINISH: Crackled Gray.

Equipped With Cannon Male Input Connectors

INTERNATIONAL ELECTRONICS CORP.
Dept. C 2422 Alamo Street Dallas, Texas

Agencies

(*Continued from page 8*)

has been appointed assistant radio director of F. H. Hayhurst Co. Ltd., Toronto.

WALTER K. NEILL, former vice president and director of public relations for Forest Lawn Memorial Park, Los Angeles, has joined Ruthrauff & Ryan, Hollywood, as account executive on Dodge Motors account.

WARREN FALES, recently with National Biscuit Co., New York, has joined research department at Doherty, Clifford & Shenfield, New York. **FRANK SATTERTHWAITE** has been promoted to assistant director of research.

LUCILE SHIELDS, formerly in copy deparment of Hugo Scheibner Inc., Los Angeles, has joined Ernest N. George Co., that city, as assistant general manager. She replaces **JUD GRAHAM**, resigned to freelance.

MAYERS Co., Los Angeles, a partnership for the 33 years since its inception, has become a corporation. Officers of new corporation, formerly partners, are **HENRY MAYERS**, president; **FORREST DOLAN**, vice president, and **JAMES SHELLEY**, secretary and treasurer.

MARG SLANEY, timebuyer of Stewart-Lovick & Macpherson, Toronto, has joined James Lovick Ltd., Toronto.

GARFIELD & GUILD Adv., San Francisco, has moved to new offices at 45 Second St.

CHARLES LASHER, Young & Rubicam Hollwood copy director, and **RICHARD HALDERMAN**, Hollywood merchandising supervisor, are in New York for conferences.

JOSEPH JACOBS Adv. has moved from 6 E. 46th St. to 1 E. 42nd St., New York.

ROBERT HUSSEY, program development manager of Young & Rubicam, Hollywood, is the father of a girl, Janice Lynn, born April 19.

RAYMOND O. PERRY Adv., Los Angeles, has moved to new offices at 1906 W. 6th St.

THOMAS D. LUCKENBILL, vice president and radio director of William Esty & Co., New York, arrived in Hollywood April 20 for 10 days conferences regarding summer replacement for CBS *Screen Guild*.

AD FRIED Adv. on May 1 will move to new and larger quarters at 318 15th St., Oakland, Calif.

MARVIN L. MANN, executive vice president and radio director of Weiss & Geller, Chicago, is in Hollywood conferring with **JOHN GUEDEL** relative to fall renewal of *You Bet Your Life* program.

BANNING CO. Adv., Los Angeles, has moved to 3142 Wilshire Blvd.

ARTHUR PRYOR, vice president in charge of radio for BBDO, New York, and **WICK CRIDER**, agency's assistant director of radio, are in Hollywood for week's sessions on agency's radio activities.

PUBLICITY BACKFIRE

Currency-Selling Stunt Lands —KAYX's Jorgensen in Jail—

KAYX Waterloo's Erling Jorgensen still is doing his *Man on the Street* broadcasts these days, but with a wary eye—because of a publicity stunt that backfired. Here's how KAYX reported the incident:

Mr. Jorgensen was doing a special show in conjunction with a movie opening at Waterloo's Paramount theatre. By arrangement with the theatre, he was selling dollar bills to all comers—some refusing, others buying at half price. Lesson being taught was never to accept money without seeing it (the picture was "T-Men").

Suddenly a police car rolled up, and Mr. Jorgensen was arrested for peddling without a license, according to KAYX. Later Al Triggs, KAYX station manager, and Kermit Carr, theatre manager, had to bail him out.

Mr. Jorgensen at the 'clink.'

Gaines at WDOW

NEWS RELEASE from MBS regarding winners in its Ralston-Purina Co. *Tom Mix* contest [BROADCASTING, April 12], listed Walter Gaines as station promotion manager of WMOC Covington, Ky. Mr. Gaines is now general manager of WDOW Midland, Mich. Also, WMOC is located in Covington, Ga.

Production

ED SKOTCH, producer at ABC Central Division, has been named production manager of division's AM and FM operation, replacing **FRED KILIAN**, who has been appointed director of television programming for WENR-TV Chicago [BROADCASTING, April 12]. Mr. Skotch's appointment is effective May 1.

VICTOR E. FORKER Jr., formerly with National Adv. Art Center, has joined WPIX(TV) New York as program manager. Station is to begin operations June 15.

RICHARD CUTTING, former program manager of KFAC Los Angeles and previously CBS Hollywood assistant director of public affairs, has joined KMGM Hollywood, as program director. KMGM is FM outlet owned by Metro Goldwyn Mayer studios and is scheduled to go on air May 20.

GEORGE BODNER, formerly with WBEX Chillicothe, Ohio, has joined announcing staff of WRFD Worthington, Ohio.

LARRY FROMMER, writer-producer at WOL Washington, has received certificate of commendation from National Conference of Christians and Jews, for serving as co-chairman for radio of National Brotherhood Week.

SHERLING OLIVER, radio and television producer, and **RICHARD ROSE**, television art director, have joined program department of WPIX(TV) New York. Mr. Rose is a former art director for N. W. Ayer & Son, New York.

CHUCK TRANUM has been named chief announcer of WABD New York, replacing **DON ROPER**, who is joining WTTG Washington, as announcer - director. Both have been with WABD more than two years. WABD and WTTG are DuMont TV outlets.

DAVE KAPLAN, New York freelance writer, has been named chief continuity and commercial writer of WDHN(FM) New Brunswick, and **STAN CUTLER, BOB MARTIN** and **LEO MALLER** have joined announcing staff.

EDWARD STASHEFF, former program director of WNYE, New York City Board of Education FM station, has been appointed director of educational programs of WPIX New York, Daily News television station which is to begin operation June 15.

FRANK ALLAN, former announcer with WWL New Orleans, KMOX St. Louis, and KOMA Oklahoma City, has joined KECK Odessa, Tex.

KEITH BEECHER, former orchestra leader and theatrical producer, has been named a production director at ABC Central Division.

ROBERT FARRELL has joined announcing staff of WLBR Lebanon, Pa., succeeding **PAUL MITCHELL**, who has joined WRAW Reading, Pa. **SIDNEY PHILLIPS** and **RICHARD PETTY** also have joined WLBR as announcers. Mr. Phillips succeeds **STANLEY DALE**, resigned.

HARRY TROUSDALE, graduate of Academy of Radio Arts, Toronto, has joined program department of CBW Winnipeg. **DON MARTIN** and **PETE DICKENS** have joined announcing staff of CHLO St. Thomas, new 1-kw station on 680 kc. Both are 1948 graduates of Academy of Radio Arts, Toronto.

TERESA McDERMOTT has been added to staff of general service department of KYW Philadelphia.

GREG STEVENS, former director of broadcasting for 20th Century Sporting Club, has been named chief announcer of WDHN New Brunswick.

GENE F. RUSSELL, supervisor of art and production for advertising and promotion department of ABC since 1944, on April 14 also assumed duties of manager of television programs.

WILLIAM H. BOOTH Jr., former assistant director of radio department of J. M. Mathes Inc., New York, has joined production staff of WJR Detroit.

PAUL SIMPKINS, former chief announcer of WJXN Jackson, Miss., has joined WAPF McComb, Miss., as program director. WAPF was incorrectly identified as located in McComb, Miss., in BROADCASTING, April 12.

DON GORDON, announcer on CBS' "Hint Hunt," has left Chicago for an extended tour of Alaska.

WILLARD BARRETT, former supervisor of NBC Chicago's mail and messenger department, has joined production staff of NBC Central Div.

CHARLES THORNE, former associate production manager of WBEZ(FM) Chicago and previously associated in several capacities with KALL Salt Lake City, has joined announcing staff of WGN Chicago. **NORMAN KRAEFT**, former announcer at WJJD and WENR Chicago, has joined WGN in similar capacity.

GENE McCANN, formerly in traffic department, and **GEORGE CROWELL**, previously affiliated with Bay Area stations, have been added to announcing staff of KNBC San Francisco. **RUSSELL SNOW**, KNBC announcer, has resigned to join Armed Forces Radio Service in Japan.

TOM BIRD has joined CFCO Chatham, Ont., as announcer.

BILL SHIPLEY, announcer at WBBM Chicago, CBS owned and operated station, will join the network's announcing staff in New York effective May 1.

F. CHASE TAYLOR Jr. has been appointed commercial continuity chief of WVET Rochester, N. Y.

JOHN MARION, announcer on WGAT Utica, N. Y., has been promoted to chief announcer.

BERNIE BARRIS, graduate of Academy of Radio Arts, Toronto, has joined announcing staff of CKDO Oshawa.

ANDY STEVEN and **ANDY ANTHONY** have joined CFRA Ottawa.

MERRITT HADLEY has joined KRLN Canon City, Col., as announcer.

ROBERT B. CHILD, former supervisor of farm boadcasting at WGY Schenectady, N. Y., and previously with WRGB (TV) Schenectady, has been named director of service programs for Rural Radio Network Inc., Ithaca, N. Y.

LLOYD DAFOE, H. McEWEN, DON LeBLANC and **ALLAN SHAVER**, all graduates of Academy of Radio Arts, Toronto, have joined production staff of CJOY Guelph, new 250-w station on 1450 kc opening about July 1.

ANEITA FRANCES CLEARY, manager of NBC promotion production, and **JAMES LAWRENCE CADDIGAN**, director of programming for DuMont Television Network, have announced their engagement. No wedding date has been set.

It takes four—the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

ASK YOUR PETRY MAN

About Availabilities in the

YANKEE NETWORK

News Service Editions at

8 A.M. ★ 1 P.M.

6 P.M. ★ 11 P.M.

THE YANKEE NETWORK, INC.

Member Mutual Broadcasting System

21 BROOKLINE AVE., BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO. INC.

THE NATION'S

MOST

MERCHANDISE-ABLE

STATION

WLW

700 ON YOUR DIAL

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Do you have real managerial ability? New station in southwest community of over 100,000 has opening for such a man not afraid of work or competition and who can produce successful operation. A real opportunity for permanent, profitable connection. If you are the man we are looking for send full details in confidence to Box 327, BROADCASTING.

Commercial manager — In excellent southwest town of 20,000. Fulltime CBS affiliate; exclusive field. Man must be of good character and habits with proven radio sales experience. $300 month plus bonus. Wonderful opportunity for the right man. Reply confidential. Box 325, BROADCASTING.

Manager for 1000 watt daytime station in progressive eastern seacoast city. Splendid opportunity for a man with experience. If you have had at least 5 years experience and are interested in making money, give all details, references and salary expected in first letter. Box 291, BROADCASTING.

Salesmen

Salesman-announcer. New Orleans, excellent opening, top man, steady, 15% commission, drawing account. Box 274, BROADCASTING.

Salesmen—Alert Virginia station in market of 400,000 needs two aggressive advertising men with sales ability. $75 a week draw against 15%. Right men can start immediately. Salary potential in five figures. Write or wire Box 278, BROADCASTING.

Wanted—Salesman, single, with car for Mutual affiliate in growing market. Need livewire, energetic with ideas. Salary and commission. Give details, references, pix with letter. Write, WKDK, Newberry, S. C.

Time salesman—Experienced, immediate position. Man with car preferred. Independent southern station. Give details. Box 275, BROADCASTING.

Salesman for regional southern station; drawing account against commission; excellent accounts available for assignment. Box 287, BROADCASTING.

Salesman—Aggressive, experienced time salesman wanted, near N.Y. area. Reply with references and picture to Box 328, BROADCASTING.

Announcers

Announcer all-round experience, clean background with ability to assume executive position. Complete details first letter. Box 268, BROADCASTING.

Wanted—Good disc jockey. Sell and ad-lib daily hour show. Southern station. Box 276, BROADCASTING.

Wanted—Experienced announcer capable of handling early morning program. Also combination engineer-announcer with first class ticket. Include first letter edition, experience and expected salary. Address reply Radio Station WRRF, Washington, N. C.

New England network affiliate needs hardworking announcer. Talent opportunities. Box 329, BROADCASTING.

Wanted immediately—Announcers, combination men, engineers. Send transcription, full details first letter. Southern Radio Artists Bureau, P. O. Box 1273, Atlanta, Georgia.

Help Wanted (Cont'd)

Wanted—Three turntable operating announcers with good voices who can ad-lib intelligently, one for program manager. 1000 watt daytime station opening late May. Can use continuity writer and salesman on salary. Write Station WTND, Orangeburg, S. C.

Wanted—Top announcer, ad-lib ability of prime importance, salary, plus talent, by 1,000 watt Columbia outlet in important southern market. State complete experience record, age, etc., and enclose recent picture with application. Write Box 309, BROADCASTING.

Wanted—An experienced announcer for classical music station. Working knowledge of 3 languages essential. Understanding of classical music prime requisite. There is an immediate opening for such a man. Send audition disc and letter to Station WBMS, 35 Court St., Boston.

Announcer for Rocky Mountain net affiliate. Must be versatile, able to handle typewriter. Start $200 per month. Send disc, photo and background first letter. Box 297, BROADCASTING.

Experienced announcer. 50,000 watt station in a major eastern metropolitan area desires applications from announcers with at least 2 years commercial station experience, 2 years college education. All applications must be accompanied by recording showing ability reading different type commercials, dramatic narration, news. Demonstrated ad-lib ability would improve chances. Also send photograph and references. Box 312, BROADCASTING.

WPDX, Clarksburg, W. Va. is expanding. Can use one more experienced announcer on our happy, well paid staff.

Good sports announcer needed by KWTX Waco, Texas. Send audition immediately.

Technical

Engineer-announcer with first class license for 250 watt newspaper-owned Mutual and Intermountain affiliate station in modern western city eleven thousand. Cannot use floaters. Minimum work period of twelve months required. Small furnished apartment available for rental by couple. Better than average wage scale this area. Not a new station. Send voice transcription and snapshot by airmail. Wire if interested. KRJF, Miles City, Montana.

Wanted for immediate and permanent employment—Transmitter engineer for new North Carolina station. Send complete information and salary requirements. Box 301, BROADCASTING.

Wanted—First class operator with car. No experience necessary. Wire or phone Clarence Touw, Chief Engineer, KICD-Mutual, Spencer, Iowa.

Wanted—Chief engineer with plenty of experience and background. Prefer married man with the know-how to assume complete charge of technical operations of station now operating AM and FM and TV sometime this year. Send photo and complete details with references in first letter. State required salary. Box 326, BROADCASTING.

Experienced first class transmitter engineer with car for 250 watt daytime station in Pgh. area. Starting salary $45 for a six day forty hour week. Periodic raises. Single men only need apply. Write details to Box 324, BROADCASTING.

Help Wanted (Cont'd)

Production - Programming, others

Wanted—Versatile girl, writing ability, capable of telling children's stories, mountain states network station. Salary commensurate with ability and experience. Send details, photo and disc with first letter. Box 255, BROADCASTING.

SCRIPTWRITER

Network affiliate in major midwest city needs an experienced, all-round scriptwriter for shows of all types. Permanent position for person who wants to live in the midwest. Send full details on experience, salary requirements, references and recent photo to Box 217, BROADCASTING.

Wanted—Two good men—Program director and copywriter with announcing abilities. Adequate salary. 250 watt, network affiliate in exclusive northern Wisconsin resort area. Write Manager, WOBT, Rhinelander, Wisconsin. Give full information.

WANTED

New 250 watt daytime station in progressive southeastern Virginia market has openings for program director, commercial manager, combination engineer-announcer with first phone license. Station due begin operation July. This is a new radio market. Desire men with experience in local daytime stations. None other need apply. Box 279, BROADCASTING.

PROGRAM PRODUCER

Large midwestern network affiliate seeking experienced program producer for musical, variety, dramatic, etc. Permanent position for man content to make home in large midwestern city. Send full details on experience, salary requirements, references and recent photo to BOX 216, BROADCASTING

WANTED AT KGHL, BILLINGS, MONTANA

Commercial copywriter. Woman preferably. Salary commensurate with experience, ability, education. Please send references, sample copy and photograph to Ed Yocum, General Manager.

Situations Wanted

Managerial

Television executive. Available to right organization. Experienced in all phases commercial television programming since 1940. Desire program manager's position in midwest, or potential network origination point. Box 953, BROADCASTING.

Manager—Now operating successful 250 network affiliate desires change to larger market; 15 years background in all phases with proven record. Best references, family man, available 30 days, salary plus profit sharing plan. Box 188, BROADCASTING.

Manager—Commercial manager. Available soon, mature, experienced all phases radio, hard worker, salary bonus basis. Box 231, BROADCASTING.

Manager—History follows. Box 294, BROADCASTING.

Commercial manager with proven sales record, experience programming and promotion. Box 303, BROADCASTING.

Commercial manager. Experienced, young, aggressive, well educated. Can put your station well in black. Now employed as commercial manager, ABC affiliate. $7,500 minimum considered. Prefer new station or problem station. Will work on salary plus bonus basis only. Reply Box 308, BROADCASTING.

Young executive available. 11 years radio experience—thoroughly familiar with business management, finance, personnel, sales plus client and public relations. Has overall knowledge of station operation. Desires permanent connection with established or upcoming station. Write Box 286, BROADCASTING.

Situations Wanted (Cont'd)

Attention Mr. Station Owner—Can you use nationally known radio figure with 21 years experience? Now general manager of new station which I have built into a money-maker in less than 15 weeks. 39 years old and married. Experience includes network announcing, producing, programming, promotion and sales. Winner of national awards as sports announcer. Featured newscaster and news editor for basic stations. Previous job sales-service manager of 50,000 watter. Have built stations from ground up and turned them into money-makers in record time. Excellent personnel handler. Writer-producer of shows with great sales and Hooper appeal. Can do anything in radio and do it well. No job too large or too small providing satisfactory salary and profit-sharing arrangements are made. Seeking change because of complete revision of ownership and policy. Prefer south or New York State. Best of references. Box 277, BROADCASTING.

Don't read unless you need an experienced sales manager and account executive. Now employed by leading regional. Interested in contacting new or established station seeking commercial manager or manager. Ten years experience. Local, regional, national sales in both network and independent stations. Family man. Proven record, best of references. South only. Replies Box 304, BROADCASTING.

Salesmen

Small station work—Experienced sales, announcing, commercial writing, traffic control operator. College graduate. Box 315, BROADCASTING.

Announcers

Announcer, experienced, console, operation, excellent newscaster, time salesman. Past employment proven announcing and sales record. Married, 33. Box 136, BROADCASTING.

Announcer-copywriter, 23, single, sober, vet. 1 year experience. Box 240, BROADCASTING.

Summer announcer, veteran available June through September. Three years college, trained announcing, production, continuity, news-editing, operating control board. Announcing and acting experience, Mutual and NBC keys. Versatile, ambitious, travel anywhere. Disc and photo on request. Box 257, BROADCASTING.

Radio City School graduate, announcing and acting. Good knowledge programming and copywriting. Short on experience but long on ambition. Partial to sports, play-by-play. Do newscasting and disc shows. Available May 10th. Single, 24, will travel. Photo and disc on request. Box 259, BROADCASTING.

Announcer-disc jockey—Experienced 5 kw Mutual outlet. Desires permanent position progressive station. All offers considered. Box 260, BROADCASTING.

Experienced young announcer, newscaster. Continuity, new writer. Veteran; college graduate. Box 261, BROADCASTING.

College graduate, now employed as staff announcer-MC sponsored disc show. Have handled remotes, all types. Want change. Will consider anything that starts $65.00 plus talent. Box 264, BROADCASTING.

Experienced announcer, employed, desires position in metropolis. College graduate, veteran, 26. Strong on news, music and commercials. Ready to prove it. Disc available. Box 330, BROADcasting.

Lazy good-for-nothing announcer seeking easy position with good salary. All replies confidential. Available in June. Box 331, BROADCASTING.

Vet—3 years experience announcing, writing, directing, college grad, married, seeks spot in California or New York. Currently employed. Box 332, BROADCASTING.

Big time potential! Small time desires! Modicum experience maximum ambition. This combination provides all-round top staff announcer for you. Salary secondary to opportunity. Photo. Disc. Phone, wire Edward Henry, 44 South St., Middletown, Conn. Phone No. 2963-W.

XUM

Situations Wanted (Cont'd)

Experienced announcer, versatile, specialist in disc jockeying, newscasting, seeking better position. 26, married, stable, air personality proven. Send for photo, disc. You won't be sorry. Box 267, BROADCASTING.

Sportscaster, staff announcer, play-by-play experience. Vet, single, college graduate, 26, baseball scout, go anywhere, references. Box 272, BROADCASTING.

Announcer—Columbia College graduate. Vet, 24, thoroughly trained. Will travel. Photo and transcription on request. Box 273, BROADCASTING.

Newscaster-announcer, special events. Graduate of Missouri Journalism School, 27, lots of ambition, no illusions. East preferred. Available June 5. Steve Hammer, 1421 Hickory, Columbia, Missouri.

WIDELY EXPERIENCED ANNOUNCER

Seven solid years. Commercial, news, M. C. record shows, sports including play-by-play. Everything behind the mike. Knowledge programming and continuity. Know radio picture. Used to earning top money. Married. College. 36. Box 200, BROADCASTING.

Announcer—Veteran, 29, married. College-law. Can give newscasts, some sports, writing. Some acting, announcing experience. Can emcee or entertain on disc jockey show. Prefer southern California. Box 289, BROADCASTING.

Skilled announcer, newsman, boardman, disc jockey-popular, classical, desires east coast. References. Ray Kepher, 628 S. Marengo, Pasadena, Calif.

Skilled sportscaster, announcer, boardman. Desires midwest. References. David Sommerville, 145 East LaPorte, Arcadia, Calif.

Young announcer, 22, with wife and child, having programming, newscasting, remote dance bands, copywriting, disc jockeying, complete knowledge control board operation. Do not want managership just start with amicable staff and established location to settle family. Frank E. Warner, 5442 8th Ave., Los Angeles 43, Calif.

Announcer—Experienced. Single, 24, console operation. Want good midwest opportunity. Box 281, BROADCASTING.

Staff announcer at large New York City station. Administrative experience. Impressive background. Will leave for right post as program director or assistant manager at a progressive station ready to pay for a capable man. Box 293, BROADCASTING.

Announcer-Disc jockey available for summer relief or permanent. 3 years experience independent operation, good ad-lib man, specialty live shows. Complete knowledge music. References, photo available. Box 307, BROADCASTING.

Announcer. The versatile personality you're looking for, with Northwestern University education; majored in advertising with public speaking and sales running a close second. Willing to work hard. Experience in the service; will supply recommendations from well known people in the field of radio. Edward Allen, 4891 N. Hermitage, Chicago, Illinois.

Experienced combination announcer, married, now employed seeking change, locate any place. Handle "remotes," live shows, man on the street programs, ad-lib. Box 298, BROADCASTING.

OPPORTUNITY WANTED

Young man 21—Navy veteran, graduate U. of Michigan A.B. (Radio), also Columbia M.A. (Drama). Have radio and stage experience, announce, produce, write copy. Nice appearance, excellent character, good disposition. Seeks opening in radio field. Am more interested in the future than in present financial returns.

BOX 280, BROADCASTING

Situations Wanted (Cont'd)

Staff announcer, versatile, thoroughly experienced. Newsman, drama, mail-pull platter shows. Know music, can write. Good voice, personality, disc available. Box 296, BROADCASTING.

Announcer, experienced in all types of announcing. Two years experience. I can write, too. Needful of summer work only, i.e. June-September. Student at Loyola U., West Coast employment desired. Vet. Write R. R. Meza, 8018 Nardian Way, L. A. 45, Calif.

Announcer—Summer replacement. College student, radio experience news, sports, disc jockey on college station and network outlet. Box 316, BROADCASTING.

Announcer—Experienced news, sports, disc jockey and ad-libber. College education. Disc available. Box 313, BROADCASTING.

Experienced announcer desires position with progressive northern station. Box 320, BROADCASTING.

Newscaster—special events, four years experience including staff work. Strong ad-lib. Box 322, BROADCASTING.

Announcer wants position with small station. Single, go anywhere. Disc on request. Box 290, BROADCASTING.

NEWSCASTER

announcer
3 years 50 kw station
New York City
to specialize in news
salary must be commensurate with topnotch background and ability. Will prove both on request. Box 292.
BROADCASTING

Technical

Engineer—Nine years assistant chief, air and water cooled equipment. Directional adjustment, operation. Chief locals. Full details. Box 66, BROADCASTING.

Engineer, single, currently employed in station. Specialization in transmitter installation, operation and maintenance. Have broadcast, amateur and Navy electronics experience. Also some experience recording, nemo, control room. Excellent reference present employer. Box 213, BROADCASTING.

Station engineer, twenty years in broadcasting. Ten years chief engineer, five to fifty kilowatts. Directional antennae, FM, television. Latter includes complete supervision of installation and operation five kilowatt RCA TT5-B television transmitter, and all associated studio and other equipment. Can furnish best references. Box 215, BROADCASTING.

35, first phone, 10 years experience, married. Engineering degree. Box 252, BROADCASTING.

Combination engineer-announcer with first phone. 1 year experience 250 w independent. Graduate Radio City School announcing and acting. Good knowledge of programming and copywriting. Experienced all phases announcing, newscasting and disc shows. Prefer production to engineering. Available May 15. Will travel. References, photo and disc. Box 258, BROADCASTING.

Transmitter operator—three years experience. First class license. Available immediately. Box 265, BROADCASTING.

Chief engineer desiring permanent position, twelve years broadcasting experience. High and low power FM and AM extensive installation and maintenance experience, installed three complete radio stations 1947. Experience in directional antennas. Good educational background. Good references. Minimum $75.00 per week. Phone 548-J, S. A. Azar, Dothan, Alabama.

Position wanted as broadcast engineer or radio telephone operator. Have radio telephone first class license, Navy experience as electronic technician. Write Van Murray, R.F.D. 3, Brandon, Miss.

Engineer, 1st phone, 2nd telegraph and ham tickets. Desires position as chief or assistant chief in New York, Conn. or New Jersey. Presently employed. Young, single, have car. Best of references. Box 333, BROADCASTING.

Situations Wanted (Cont'd)

Production-Programming, others

Continuity writer or director—Young woman, 23, single, college graduate. Seek place on staff of up-and-coming network affiliate in a sizeable city. Versatility, experience, ideas—and that impetus to "do the job right" Box 912, BROADCASTING.

Have I reached the limit of my ability? Want Texas or southwest, where efforts are rewarded. Six years experience, radio. Box 210, BROADCASTING.

Program director—12 years broadcasting including over 6 years free lance announcing, newscasting, program-production manager, director, commercial recording, etc. Currently program manager of major network regional outlet. Desire permanent affiliation with progressive station. Available on 30 days notice. Box 247, BROADCASTING.

Continuity writer—program director. 5 years industry and agency experience, plus graduate radio education. Prefer New York or Philadelphia area. Box 266, BROADCASTING.

Desire to make television my career, mainly writing, seeking any position to give me start. Age, 20, 3 years college. Associate editor college daily. Newspaper. Actor college dramatics society. Will travel. Available June 1st. Box 269, BROADCASTING.

Programming, production opportunity wanted. Two years announcer, commentator, writer. Columbia, N. Y. U. radio plus degree. Electronics experience. Married, 32. Desire permanence. Box 270, BROADCASTING.

Program director, experienced. Real idea man. Address Box 271, BROADCASTING.

Too many ads alike—But if you are interested in a guy who has a well-rounded broadcasting background, write your problems to Box 512, Costa Mesa, California.

News editor-announcer. Fully experienced, sober, mature, versatile. Solid, intelligent rewrite. Seeking permanency. Box 12, BROADCASTING.

Program director at successful indie northeast. Experienced all phases program department. Box 284, BROADCASTING.

Available soon—Progressive program director, announcer, producer—6 years experience (presently employed in all 3 capacities), 29, single, college graduate. Learned program direction-production the hard way at an independent. Announce everything except play-by-play sports, but prefer news and special events. Experienced in continuity, traffic, sales. Desire change to larger, more competitive market. Box 283, BROADCASTING.

Program director-announcer-salesman. Go anywhere. Want to settle and grow with station. Many years experience. Box 310, BROADCASTING.

Additional sales needed? Will program, announce, sell, write copy and wash windows. Start with reasonable wages, work hard, and grow with small station. 12 years experience. Box 311, BROADCASTING.

Program director-announcer-disc jockey. 4 years experience. New proven ideas. Moderate salary requirements. Single, personable, hard worker. Box 306, BROADCASTING.

Television—College trained man, 29, 1st ticket, plenty of imaginative versatility, wants television opportunity—anywhere—leading toward production. Experience: Television, studio crew midwest video station. Radio-chief 5 kw, studio engineer national network, construction 1 kw, programming, production, announcing, writing. Available short notice. Box 302, BROADCASTING.

Young woman, experienced in mike work as well as continuity, desires position with small station. Box 300, BROADCASTING.

Program director, announcer, 2½ years practical experience, understands all phases programming. Knowledge television production. Desires permanent spot with progressive organization. Box 250, BROADCASTING.

Continuity writer—Experienced continuity writer commercials, musical shows, variety shows and dramatic scripts. College education. Box 314, BROADCASTING.

Want chance break into continuity, traffic. College station experience. Good writer. Box 317, BROADCASTING.

Situations Wanted (Cont'd)

Will start at bottom for rural or small city station which will give me chance at permanent job in programming. 3 years college station writing, producing variety of shows. Can help new station build audience. Married veteran, available immediately after Columbia University graduation June 1. Box 319, BROADCASTING.

Program director of network affiliate AM and FM desires change of location. Excellent background, versatile, imaginative, nine years broadcasting experience. Box 321, BROADCASTING.

Schools

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles. Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

Learn broadcasting and continuity writing under studio conditions with topflight instructors. Free placement service. Enroll evening classes now. Veteran approved. Next fulltime day class starts June Seventh: Limited enrollment. Insure your priority by applying at once. Pathfinder School of Radio Broadcasting, Kansas City, Missouri.

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Employment Services

Chief television construction engineer. TV engineers, program directors, good announcer-jockeys for good jobs, sports announcers, writers. Radio Employment Bureau, Box 413, Philadelphia.

For Sale

45% interest in midwestern network station. Or will consider trading this interest for another station. Box 88, BROADCASTING.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

Two 200 ft. Ideco and one 155 ft. Blaw-Knox square tapered insulated towers. Excellent FM antenna supports. Available about June 15. Make offer. Contact KLO, Ogden, Utah.

Nonroyalty Audio Antique Music Box favorites. Six separate minute plays. $3. Custom Recordings, Box 1047, Hartford, Conn.

BONDING COPPER

In Stock for Immediate Shipment.
Send for Our Price List Today.

J. L. CLARK METALS CO.
2108 S. Ashland Ave.,
Chicago 8, Ill.

For Sale (Cont'd)

For sale—Lehigh self-supporting tower 179', A-1 condition, lighting equipment included. Delivery last of June. Contact Daniel B. Trueblood, WGBR-WGBR-FM, Goldsboro, North Carolina.

For sale, practically new Gates model 30-A console. Complete with power supply. Price, $500.00. Box 282, BROADCASTING.

For sale—Small block of stock in ten thousand watt station on west coast. Box 288, BROADCASTING.

For sale—One Western Electric 1 kw transmitter #D-96020, one Western Electric 5 kw linear amplifier #D97712. Complete with power supplies. Reasonable if taken at once. Contact Robert J. Dean at Radio Station KOTA, Rapid City, South Dakota.

For sale—One (1) RCA 44-BX, three Shure 556-B's and two RCA Junior velocity microphones. The lot for $200. All or none. WFRP, Savannah, Georgia.

For sale—10 kw RCA 10CB transmitter, excellent condition. Available 30 days WCFL, 666 Lake Shore Drive, Chicago.

For sale—Raytheon RC-11 console. Practically new. Used less than 3 months on part-time FM schedule. With power supply and two sets of tubes—$1000. WRLC, Toccoa, Georgia.

For sale—Complete recording setup less than one year old, consisting of four 8-N Presto recorders with automatic equalizers; two 88-A Presto recording amplifiers; two Collins 6-X line amplifiers; one Presto playback table with RCA Universal head; RCA BA2C amplifiers and Presto 40-B booster amplifier; complete control panel for above equipment; 3 channel mixer for studio; one Jensen bass reflex cabinet and speaker; 8 watt amplifier to drive speaker. Will be sold complete or in part. Weaver Recording Company, Farm Credit Bldg., Omaha, Nebraska.

For sale—10 nearly new Western Electric salt shaker mikes. $48 each or $460 for lot. Box 81, BROADCASTING.

½ interest in going recording studio. Investors must take over and operate studios and have had experience either in radio or in recording. This is an ideal two or three man operation assuring income of $100.00 per week for each of 3 investors after all expenses. This is an exceptional opportunity for G. I.'s who are interested in getting into the recording business. Studios are fully equipped and have been in operation for many years. Located in mid-Atlantic states there are many opportunities for promotional recordings with schools and colleges which have not as yet been touched. Write or wire Box 285, BROADCASTING.

New 1 kw station in midwest expecting CP at early date. Need technical equipment, such as, monitors, audio oscillator, R.F. meters, H.V. test equipment. Write us what you have for sale and price. Will have opening for complete staff engineers and announcers. Box 318, BROADCASTING.

Western Electric type D-87737 1000 watt broadcast transmitter modified for high fidelity. Being used daily on 1330 kc. Available about June First. WBBR, Staten Island 12, N. Y.

RCA portable turntable, type MI-12800-B, like new, $200.00. 205 pound coil (approx. 6560 ft.) #10 soft drawn bare copper wire, $75.00. WVJS, Owensboro, Kentucky.

250 watt station located in small market. Good opportunity for resident owner-manager. Terms. Box 180, BROADCASTING.

FOR SALE

Ground wire #8 B & S solid, soft, bare copper. New in neatly wrapped 5000 feet coils—250,000 feet—12,585 lbs. at $31.00 per CWT. Chief Engineer, WAGE, Inc., Syracuse, N. Y.

RCA console, type 76B1 complete with power supply. Excellent condition. Numa Fabre, Jr., WAJR, Morgantown, W. Va.

Wanted to Buy

Experienced broadcasters desire to buy station or CP in Texas, New Mexico, Colorado, Oklahoma, Louisiana, Arkansas, or Florida. Can pay cash. Box 262, BROADCASTING.

Wanted to buy a small station or CP anywhere in U. S. Prefer west or southwest, but will consider any location. Box 263, BROADCASTING.

ATS Election Candidates Listed for April 29 Vote

GEORGE SHUPERT, chairman of the nominating committee of the American Television Society, last week announced the following slate of candidates for the society's annual election on April 29:

President, Charles J. Durban, U. S. Rubber Co.; vice president, Halsey V. Barrett, DuMont Television Network; secretary, Emerson Yorke, Emerson Yorke Studios; treasurer, Arch U. Braunfeld, Braunfeld & Simons.

Candidates for the board of directors are: Don McClure, N. W. Ayer & Son; Edward Sobel, NBC; Paul Mowrey, ABC director of television; George Moskovics, CBS; B. O. Sullivan, WPIX New York; George Shupert, Paramount; Charles Alicoate, Film Daily; Warren Caro, Theatre Guild; Russell Woodward, Free & Peters.

WSAT Salisbury Starts As 1-kw Daytime Outlet

WSAT Salisbury, N. C., was to take the air April 25 as 1 kw daytime outlet on 1280 kc. The station, owned by Mid-Carolina Broadcasting Co., is located on Wilkesboro Road, Salisbury.

Mid-Carolina executives include C. H. Wentz, president; Kerr Craige Ramsay, vice president; T. W. Borland, treasurer, and John Smith, WSAT manager. Key members of the staff, in addition to Mr. Smith, are: Elbert L. Sherman, chief engineer; W. F. Fleming, program director; Ruth Hubbard Groce, continuity chief.

Station is using Gates equipment, and its tower is a three-guyed Wincharger. WSAT has subscribed to UP news service and World transcription library.

Wanted to Buy (Cont'd)

Wanted—Audio and monitoring equipment for standard broadcast station. New or used. Quote price, full information. Box 299, BROADCASTING.

C. P.—Substantial interest for cash. Or operating station on equitable terms. Promptest action. Details first letter. Box 295, BROADCASTING.

Radio station that with aggressive management could show profitable return. No preference as to market. Box 179, BROADCASTING.

Interested in purchasing a 250, 500 or 1000 watt station in operation. Box 121, BROADCASTING.

Miscellaneous

Attention new Stations—We offer a convenient (FCC accepted) frequency measuring service to standard broadcast stations, new or old—inquire. Also, frequency monitor service and highest quality quartz crystals for broadcast and other commercial services, literature available. "Over a decade of satisfaction and fast services!" Eidson Electronic Company, Temple, Texas. Phone 3901.

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Prompt Confidential Service
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Los Angeles 27, California

Radio announcers—Get that job! Use topnotch network writer's audition script. Guaranteed to impress. Send $2.00. Box 334, BROADCASTING.

WGN-TV IN CHICAGO ADDS 30 TO ITS STAFF

WGN-TV Chicago, through its director of operations, Vernon R. Brooks, has announced extensive additions to its staff.

They include the following: Barbara Corning and Bruno VeSoto, formerly with WBKB Chicago, producer-directors; William B. Andrews, formerly with *Chicago Tribune*, artist; Jerry Kaufherr, formerly with WGN-MBS, announcer; Charles A. Braun, Charles Geckler and James D. Hayden, newsreel department; Robert (Bud) Quinlan and Charles Renallo, stage crew, and LeRoy Olliger, formerly with WGN, sound man.

Additions in the engineering department include Art Avery, Woody Crane, Robert A. Currier, Dale F. Fackenthal, Robert H. Gill, Paul Kubik, Floyd R. McNichols, Karl Michaels, Robert S. Splithoff and James V. Starbuck.

New cameramen are George E. Hooker, Jack Jacobson, Carl (Jack) Meyers and Clyde White.

Other additions include Mary T. Chidester, Hildreth Mueller, Charles Hourevitch, Jean Euwer, Horace Risser and Joseph G. Zenkus.

KMOX To Sponsor Radio Workshop For Teachers

A RADIO WORKSHOP will be sponsored by KMOX St. Louis, in co-operation with the U. of Missouri, Lincoln U. and St. Louis public schools. The courses will be held in the KMOX studios June 14 to 25.

The faculty will include Dr. I. Keith Tyler, director of radio education, Ohio State U., Mrs. Kathleen Lardie, radio director, Detroit Public Schools; Miss Marguerite Fleming, radio consultant, St. Louis Public Schools; Miss Martha May Boyer, radio director, Lindenwood College, and Ben Wilson, KMOX continuity director. Miss Alice O'Connor, KMOX education director, is handling registrations.

Chicago AFRA Agrees To Take Revised Scale

MEMBERS of AFRA's Chicago local have agreed to accept the revised agreement on wage scales negotiated between the union and networks, stations, transcription firms and other allied interests, according to Ray Jones, secretary of the Chicago unit. Code awaits ratification by AFRA national board.

Calling for a two-year extension of contracts which terminate Oct. 31, 1948, the new agreement authorizes 7½% increases for staff announcers and sound effects men and retention of the present scale for production personnel (actors, etc.) employed on either network or local programs, commercial or sustaining, live or transcribed.

Revised code also contains a "cost of living" increase clause.

WPIX (TV) Complements News and Special Events

APPOINTMENTS of personnel in the news and special events department of WPIX New York, television station slated to start June 15, have been announced by Carl Warren, department manager.

Rudy Bretz, formerly with CBS television, is assistant department manager and three former writer-editors from the broadcast desk of *The News* are in charge of department activities. Allen Martin has been named news director, Allen Lawrence, special events director, and George Russell, director of announcers department.

Henry Ross, formerly of the CBS video news department, is Mr. Martin's assistant, and Don Figlozzi, an artist, also has been assigned to the unit. Assistants to Mr. Lawrence are Jack Murphy, remote director formerly with WABD New York, and Ray Barrett, remotes director specializing in sports, formerly with *The News*.

Guy LeBow, sportscaster, has been signed as an announcer.

FOR SALE

Outstanding Radio Property

Price—$1,250,000.00

Long established—unchallenged position—in national, regional and local acceptance.

One of the TOP stations in the State . . . in one of the TOP markets in the State . . . affiliated with one of the TOP networks in the Nation . . . giving it TOP Hooper rating has made this a consistently high earning property.

Strategically located in the growing midwest where technical development has been carefully thought out, especially in connection with television.

Cash and quick assets of approximately $225,000.00 plus valuable real estate worth $250,000.00 are included in this sale. 1948 net profits before taxes should be in excess of $200,000.00 which is about average for the past several years of operation.

Approximately $500,000.00 will be required as down payment. Financing can be arranged. Write exclusive representatives.

BLACKBURN-HAMILTON COMPANY

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	Central 1177	

XUM

SUMMER SALES
WCCO Promoting Hot Weather
Radio Time

WCCO Minneapolis is embarked on an intensive five-weeks campaign to sell summertime radio—and is getting results. Spearheading campaign with a total of ten double-page advertisements running in trade magazines the Minneapolis CBS station is also sending direct mail pieces to 3,000 advertising executives, and is using two-color stickers on outgoing WCCO business mail bearing the slogan, "Sell 'Em While They're Hot."

Radio Sales offices have been given sales presentations for individual salesmen's use, larger presentations for use before agency groups, prospect lists, last-minute descriptive material on all programs available, and a mass of other selling information.

Market data unearthed in the campaign showed that 23% of annual retail sales in the Northwest were made in the months of June, July and August, amounting to a total of $645,000,000 in the WCCO BMB 50-100% area. It was also found that the Hooper ratings showed no appreciable drop in the summer months.

Article Reports Upsurge In Sale of FM Receivers

FM RECEIVER sales are rising everywhere, according to an article in the current issue of *Radio and Television Retailing*. Production of receivers and tuners, the article states, soared from a prewar figure of 400,000 to almost 2,000,000 by the end of 1947. If the 1948 rate equals that of 1947, it is estimated that the figure will be over 5,000,000 by the end of the year.

Six reasons are given why FM means folding money: (1) Greater unit sale, (2) networks extending coverage, (3) interest in local programs, (4) stations increasing power, (5) more live high-fidelity programs and (6) advertisers buying more time.

THEATRE TV
Recommendations Made By SCTOA Group

HOW television may profitably be introduced in theatres and the effect upon box office were the key questions raised by the television committee of the Southern California Theatre Owners Assn. in a formal report to the parent Theatre Owners of America.

The report says the novelty of television has a definite effect upon theatre box office. It comments that television "will find its place in the entertainment scope of the American way of life—the same way as did radio." It recommends "an effort to separate the two forms of entertainment [TV and movies] in the public mind."

Regarding video's advertising impact, the report cites use of TV as "a very positive means of offsetting its competitive nature." However, it advises against the use of new or current feature films by television to prevent the public impression "that all feature films will be available free in the homes."

Taking note of set sales in Los Angeles amounting to more than 2,000 a month, with increases looked for, SCTOA estimates that television "will be available to over one-third the population of Los Angeles in 1949."

Recommendations

Accordingly, the committee offered four general recommendations:

1. Medium "cannot and should not be retarded in any way by this industry" (motion picture).

2. Use of feature films in video should be considered much as "indiscriminate use of 16 mm" in theatres.

3. See that films for television are made exclusively for it and feature films exclusively for theatres. Organization of permanent paid national committee to "preserve motion picture entertainment as sold through the box office."

4. Studios and theatre interests should study video advertising "to the extent that every feature film will eventually be sold in every living room."

Finally, a six-point code is recommended:

1. Theatres will present each program intact, insofar as commercials go. If only a portion of any given program is presented, that portion will contain the commercial, or at least one of several which might be scheduled.

2. Theatres will not increase their admissions over normal schedule at any time.

3. Theatres will not present a televised event as the sole program offering. Nothing regularly offered as a standard part of any theatre's normal film presentation will be eliminated.

4. Television broadcasts reproduced in a motion picture theatre will include the following, either verbally or on the screen: "This television presentation is offered as an added service to our patrons. Television is a free public service and is presented here as such."

5. All advertising in newspapers, billboards, etc., which refer to a specific program will include the call letters of the station and the name of the sponsor.

6. Theatres will present television to the best of their ability.

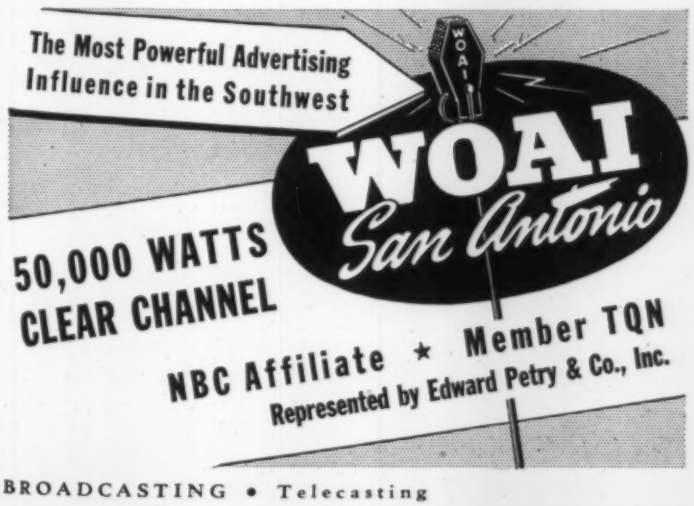
Forest Service Campaign Opens; Radio Is Praised

"THE RADIO industry is due a lion's share of the credit for the encouraging reduction in man-caused fires in our forest and woodlands during the past few years," said Clint Davis, director, Forest Fire Prevention, U. S. Dept. of Agriculture, in announcing the opening of the 1948 Cooperative Forest Fire Prevention Campaign, April 11. The sixth annual nationwide campaign is sponsored by the Advertising Council and conducted by State Foresters and the U. S. Forest Service.

Lyle F. Watts, the U. S. Dept. of Agriculture Forest Service Chief, also praised broadcasters for their cooperation in forest fire prevention, in a letter to NAB President Justin Miller.

"In sponsoring distribution of special kits of fire-prevention material to stations throughout the country your organization is helping, immeasurably, to supplement Advertising Council activity on the national level," Mr. Watts wrote during the opening days of 1948 forest fire prevention campaign. "In effect," he continued, "your cooperation has heightened the cooperation between local stations and local State and Federal forestry officials in pushing the program when and where it is needed most, during periods of local forest fire danger . . ."

JIMMY DURANTE, star of his own NBC program, opens the Cancer Fund Drive in Salt Lake City, April 30.



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AMERICA THE SEEDBED of a regenerated and unified humanity is the startling claim found in the BAHA'I teachings revealed two generations ago.

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Today, when the victory of spiritual truth and social justice depends on the union of all peoples in one order and one universal faith, a divine destiny operates to employ America as its instrument for spreading the principles of World Religion to all continents and islands of the sea.

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FM REPORT TAMPERING?

Armstrong Says Coy Ill—Advised

PROF. Edwin H. Armstrong, FM inventor, contends FCC Chairman Wayne Coy was a victim of "bad advice" when he found nothing to support Prof. Armstrong's charge that the FCC's 1945 FM allocations report was tampered with.

This claim is contained in a lengthy letter and memorandum filed with Sen. Charles W. Tobey (R-N. H.), acting chairman of the Senate Interstate & Foreign Commerce Committee, in reply to Mr. Coy's answer to the charge [BROADCASTING, April 5]. Mr. Coy had investigated the charge at Sen. Tobey's behest early this year, shortly after assuming office, found "difference of opinion and judgment on the technical matters involved, but [no] evidence of dishonesty."

Center of the controversy is a sentence contained in a secret report, and changes made when the report was made public. Prof. Armstrong contends a "determinative" finding of fact was deleted and that two sentences were substituted "which had the effect of concealing that fact and giving precisely the opposite impression." The questioned sentences relate to predictions by K. A. Norton, now of the Bureau of Standards, whose testimony was a factor in the decision to move FM from the 50-mc area to its present 88-108 mc band.

In his reply to the FCC answer, Prof. Armstrong said "there is nothing in either Mr. Coy's letter or the lengthy and legalistic arguments of the General Counsel [FCC General Counsel Benedict P. Cottone, whose memorandum on the subject accompanied Chairman Coy's letter] to cause me to retract that charge or to qualify it in any way."

He noted "how remarkable is the universal loss of memory which the Chairman and the General Counsel have encountered in their investigation of the incident," particularly since Sen. Tobey himself originally intervened to have the secret evidence abstracted and made public.

Certain language employed by Mr. Coy, he said, "indicates that he is the latest victim of the bad advice that the members of the Commission have been getting in this matter for a long time."

Prof. Armstrong contended that "the General Counsel now seeks to show, and for the first time, that there is no inconsistency between the deleted words and the substituted words." Never before, he said, has anyone denied "that the two statements were opposite in effect."

In a 21-page memorandum he reviewed the controversy—which, he noted, centered around Mr. Norton's "prediction that ionospheric interference around 50 mc and at least up to 80 mc would be so severe during the sun-spot maximum as to put FM broadcasting out of business for substatial parts of the time—and gave his account of preceding and subsequent developments.

Sun-Spot Maximum

"Can there be any doubt as to where the truth lies, or any doubt that the General Counsel's memorandum is intended to obfuscate the facts?" he asked.

He said the sun-spot maximum since then has "come and gone" and "Norton's predictions turned out to be wholly wrong."

Prof. Armstrong said there were "two principal reasons" why he had pursued the controversy:

1. "I want to see the Commission make its future decisions relating to FM on a sound basis. . . .

2. "The alteration of the Commission's report might not be worth arguing about, if it stood alone. But it is only one of the misrepresentations of fact that accompanied the Commission's decision to move FM to the higher band. . . ."

These alleged "misrepresentations" were the following, according to Prof. Armstrong:

1. Then Chairman Paul A. Porter wrote the Radio Manufacturers Assn. president on Aug. 17, 1945, that "the Commission is informed by transmitter manufacturers that 10-kw transmitters will be immediately available for the new band." Actually, Prof. Armstrong said, "no responsible manufacturer could have made the statement, because they all knew very well that it would be many months before such new transmitters could be made available. . . ."

2. FCC stated on June 27, 1945, "that in moving FM to the high band it would not render obsolete the 400,000 low band receivers in the hands of the public, because the use of an inexpensive converter would enable such sets to receive the high band. . . ." Even today, Prof. Armstrong said, tuners in the $50 range "have only recently commenced to be available in quantity."

3. FCC's June 1945 report said estimates of the delay to FM, resulting from a move to the high band, had been reduced to four months. . . . But not yet, said Prof. Armstrong, has FM recovered from the "body blow . . . dealt it in 1945."

At one point Prof. Armstrong referred to "the special technique that the Commission had in those days for arriving at whatever results it wanted to reach. When it could get opinions into a record on all sides of a question, it could then support its conclusions by whatever testimony could conveniently be used to that end."

To Mr. Cottone's claim that Mr. Norton's errors were caused by the complexity of the subject, Prof. Armstrong said:

But that argument is nothing but a concession of what the most experienced men in the art have been dinning into the ears of the Commission for three years. They have been warning the Commission against accepting anybody's theoretical predictions, contending that the only safe guide was past experience.

The decisions of the Commission which have been contrary to sound engineering have been supported by testimony of witnesses, including its own engineers, who have undertaken to make theoretical predictions without giving weight to practical experience. The bad advice that the Commission has been receiving from its own Engineering Dept. has been due to the fact that the engineers have been quick to substitute their own theories and theoretical calculations for the judgment of experts with practical experience, and in the face of practical experience.

It was on the basis of such predictions and calculations, which the General Counsel has now admitted cannot be reliable, that the Commission uprooted FM from the frequencies on which the whole development had been made, and forced it to make a new start which retarded its progress by at least two years.

NORTON STUDY

Reliable FM Areas May Be Extended

EXPERIMENTAL research work which is expected to "provide a firmer basis for the prediction of the service and interference ranges of FM broadcasting stations" was reported last week by the National Bureau of Standards.

The work, conducted by K. A. Norton of the Bureau, formerly with FCC, indicated that the reliable service areas of FM stations using presently available transmitters may be extended "far beyond the horizon," and that the most effective way to increase range is to increase antenna height, not power [CLOSED CIRCUIT, April 12].

The Bureau's report said that "analysis of the time variation of intensities received during the past year from FM stations has shown that atmospheric 'ducts' and boundary layers in the low troposphere both have the effect of reducing the attenuation of high-frequency radio waves with distance at points beyond the line of sight." Besides assisting in prediction of FM service and interference ranges, the Bureau said, the results should also aid in the solution of problems in other uses of the spectrum above 30 mc.

The report said that received fields have been found to be weaker and usually characterized by more rapid fading "during the middle of the summer day or in the winter, when atmospheric ducts are less effective in bending radio waves around the earth."

Analysis of field-intensity data obtained by the Bureau, it was pointed out, indicates that "external receiving antennas may be used with considerable advantage for reception of FM broadcasts at points far beyond the horizon of the transmitting antenna. The FM fields from stations at large distances may be expected to reach their maximum levels in the early morning hours during the summer months; at these times effective ranges up to several hundred miles may be expected."

The Bureau said "it seems probable that there exists, for a particular set of conditions in the lower troposphere, an optimum frequency for propagation to large distances beyond the horizon," but that "experimental data now available are not sufficient to locate these optimum frequencies in the spectrum."

Ordinarily, it was noted, an FM station's range has been limited by the earth's curvature to 100 miles or less.

The report asserted:

One of the outstanding characteristics of FM broadcasting is the very low field intensity required for satisfactory reception. During most of the time in rural areas where weak fields are the only ones available for broadcast reception the only interference to such reception arises from the radio noise generated in the high-frequency circuits of the receiver itself and the cosmic radio noise originating in the stars and interstellar space.

Studies of such noise sources at the National Bureau of Standards indicate that received fields as low as 5 microvolts per meter provide a satisfactory grade of FM broadcast service when a very good radio receiver is employed in the absence of man-made noise or local thunderstorms; and not more than twice this value is required with typical receivers now available to consumers.

Thus, the most effective way to increase the service range of an FM broadcast station is to increase the transmitting antenna height rather than the power, since such a change, by lengthening the line of sight, increases the service range more rapidly than the interference range, resulting in a more efficient utilization of the channel.

The Bureau said its Washington measurements of WCOD (FM) Richmond, Va. between June 10 and Aug. 8, 1947, showed 5 microvolts per meter was exceeded for 99.3% of the time, and that the signals "were observed to be of broadcast quality during most of this period" despite the "rather high man-made noise level at the Bureau."

News

JOHN P. DWYER, formerly with news bureau of WMAL Washington, ABC affiliate, has joined the network's news staff in New York. He was previously with United Press and New York Sun.

THAD HORTON, former production manager with WFBL Syracuse, has been named director of sports at WSB Atlanta, Ga.

BILL BRUNDIGE, sports director of WOL Washington, has been appointed radio publicity chairman of U. S. Olympic Committee for District of Columbia.

BOB ROBBINS, announcer on WGAT Utica, N. Y., has been named assistant sports announcer.

HERB BUSH, formerly with KDIX Dickinson, N. D., has been appointed sports director of KOAT Albuquerque, N. M.

MARILYN BYERS, former newswriter at WBBM Chicago, has rejoined station's news staff as secretary and assistant writer for **JULIAN BENTLEY,** WBBM newscaster.

BILL HERBERT, former CBC war correspondent and now attached as special events broadcaster at CBR Vancouver, will cover Olympic Games for CBC from London this summer. He will broadcast daily to Canada by shortwave.

JOHN H. THOMPSON, manager of news and public affairs of KNBC San Francisco, has been appointed a lecturer in journalism at U. of California, where he will conduct course in radio news writing.

SPENCER ALLEN, recently appointed news director of WGN-TV Chicago, is the father of a boy, Christopher James.

XUM

Taylor for Durr?

(Continued from page 21)

and run the risk of failure of Senate confirmation and possibly the uncertainties of service under a recess appointment in a Presidential election year.

Although there is no iron-clad rule, a Republican Policy Committee spokesman told BROADCASTING that Presidential appointments which are essentially of a political nature will be held up until after the November elections. He said a "strictly political" FCC appointment almost certainly would not get action at the current session.

When the question was put to President Truman following his announcement that Mr. Durr had rejected reappointment, he said he would continue to give appointments to the best men he could secure for the jobs, and that it was Congress' responsibility if it wanted to jeopardize the operations of Government by withholding action.

A Democrat almost certainly will get the FCC post. Politically, the Commission is divided 3-3-1 (Coy, Walker, and Durr are Democrats; Hyde, Jones and Sterling, Republicans, and Webster, Independent). Mr. Durr's retirement will put the Democrats in the minority for the first time since the FCC was created in 1934, unless a Democratic successor is named and confirmed by July 1.

Native of Schenectady

Gen. Taylor, a native of Schenectady, N. Y., was named general counsel of FCC in 1940 during the chairmanship of James Lawrence Fly, and took leave of absence in 1942 to become a major in the Judge Advocate General's Dept. He rose rapidly, and in November 1946 was appointed to succeed Supreme Court Justice Robert Jackson as chief counsel for war crimes and chief prosecutor.

Now 40, Gen. Taylor formerly was a special assistant to the Attorney General, and before that had served variously as law secretary to Judge Augustus N. Hand of the Circuit Court of Appeals in New York; assistant solicitor of the Interior Dept.; senior attorney of the Agricultural Adjustment Administration, and, for four years, worked under former Sen. Burton K. Wheeler (D-Mont.) as associate counsel of the Senate Interstate & Foreign Commerce subcommittee investigating railroads and railroad finances. He is a graduate of Williams College, where he taught history and political science, and of Harvard Law School (1932).

Mr. Cottone, like Gen. Taylor, is a New Yorker. He will be 39 tomorrow (April 27). He has been with FCC continuously since 1939, when he became chief of the Litigation Section. Until he succeeded Comr. Rosel H. Hyde as general counsel in the spring of 1946, most of his Commission experience had been related to common carriers, though he also handled some broadcast hearing work. He was assistant general counsel in charge of the Common Carrier Division from 1941 until his promotion to general counsel.

Earlier, in 1936, he had served with FCC in a special telephone inquiry, but spent the next two years with the Federal Power Commission and the Justice Dept. He is a graduate of Cornell U. and the Yale Law School (1933), and served first as an assistant to William O. Douglas, now a Supreme Court Justice.

Mr. Willoughby, former chief of the Broadcast Division, Engineering Dept., and now acting chief engineer, is a native of Florence, S. C. He is 54, and has been associated with FCC and its predecessor Federal Radio Commission since joining the agency as senior radio engineer in August 1930. He became assistant chief of the Broadcast Division in December 1941 and acting chief of the division in August 1944. Last July he was appointed senior assistant chief engineer responsible for engineering contacts relating to broadcast applications and stations and, particularly, engineering liaison with the Civil Aeronautics Administration. He became acting chief engineer when George E. Sterling was advanced to a Commissionership in January this year.

Mr. Norfleet, 62, a Virginian, joined FCC as acting chief accountant in 1935 and became chief accountant the following year. He entered the service of the U. S. Railroad Administration in 1918 as accountant in charge of the settlements between the government and the Norfolk & Western Railway and the Maine Central Railroad Co. Subsequently he served as examiner of accounts, and later as chief accountant, of the Interstate Commerce Commission.

Comr. Durr's departure from FCC is expected to break the main link between the Commission and the left-wing elements of the Commission's law department.

The Alabaman, an outspoken liberal and one of the guiding spirits behind the Commission's Blue Book principles with respect to station programming, has been a frequent dissenter from Commission majority policies and at times bluntly critical of his colleague's views.

He has consistently questioned what he considered excessive prices in station sales. His notable dissent in this connection was from FCC's approval of the transfer of Crosley Broadcasting Co. (WLW Cincinnati) to the Aviation Corp. in 1945.

One of the Commission's strongest advocates of FM, he has regularly voted for hearings on applications for improvement of AM facilities where the cost, in his view, exceeded the investment in an FM station which would cover greater areas than the improved AM operation.

He has also been the Commission's most prolific speech-maker in recent years. In one address, last fall in Chicago, he criticized FBI reports to the Commission and touched off a controversy which finally ended with his colleagues repudiating his views.

More recently, he has made stinging criticisms of President Truman's loyalty program.

In Hot Water in Congress

He has been in frequent hot water in Congress. Aside from his attack on the FBI, which stirred Sen. Homer Capehart (R-Ind.) to demand an investigation—which he said he would welcome—he aroused criticism with his statement to a House appropriations subcommittee that he doubted FCC could turn down an applicant on grounds of Communism, unless it could be shown the applicant advocated overthrow of the Government by force.

On the day his refusal of reappointment was announced by President Truman, his resignation was invited on the floor of the House. Rep. John McDowell (R-Pa.) noted that Mr. Durr had called on the President and that Mrs. Durr had announced she would campaign for Mr. Wallace. "I think I am expressing the hope of 95% of the American people and of this House, that Comr. Durr has left his resignation at the White House," Rep. McDowell declared.

Earlier in his tenure on FCC, Comr. Durr took an active part in defending two former Commission employes whom Congress sought to fire. Congress later was over-ruled by the Supreme Court. In 1943 he clashed with Rep. Eugene E. Cox (D-Ga.), claiming the Georgian had a personal interest in his investigation of FCC. Rep. Cox subsequently withdrew from the investigation.

Throughout his frequent appearances as a crusader, he has been apparently impervious to criticism. It is his contention that public officials should put their views before the public. He has succeeded in building up a loyal, if not preponderant, following. Chief among his supporters have been those to whom his liberal policies appeal.

There has been frequent speculation as to his personal plans after leaving the Commission. Most prevalent belief is that he will reenter law practice, but with the possibility that he may accept a law professorship, perhaps in Alabama.

Meanwhile, speculation continued over the appointment of an FCC chief engineer, and of a successor to Vernon L. Wilkinson as assistant general counsel in charge of broadcasting. It was known the Commission was considering the advisability of going outside the agency to select a head of the engineering department.

For the assistant general counselship, it was understood that plans for an extensive reshuffling of legal assignments had been abandoned for budgetary reasons. Most prominently mentioned for the vacant post were Edward F. Kenehan, chief of the AM section; Bernard Koteen, chief of the Review Section; Joseph M. Kittner, chief of the Litigation Section, and John E. McCoy, chief of the FM Section.

End Negotiations For Sale of WBAY

NEGOTIATIONS for the sale of WBAY Coral Gables, Fla. to a group of Atlantic City businessmen for $125,000 were completed last week, subject to FCC approval.

Purchasers of the station, a new 250-w fulltime outlet on 1490 kc, are David Freedman, vice president, treasurer and 25% owner of WMID Atlantic City, and Richard Endicott, Jack Slotoroff, and Simon Zisman. Messrs. Endicott, Slotoroff, and Zisman are principals in Atlantic City Broadcasting Corp., applicant for 1230 kc with 250 w at Atlantic City.

The purchasers, who will have approximately equal interests in the Coral Gables outlet, are in the process of forming a corporation and may add another stockholder.

WBAY, which was authorized by the Commission in November 1946, is owned by Atlantic Shores Broadcasting Ltd., a partnership composed of four general and seven limited partners. General partners are Ronald C. Johnson, pastor of the Central Alliance Church in Miami, and James A. Brown, a Church of the Nazarene pastor in Miami; Bert Graulich, former announcer with WQAM Miami and WKAT Miami Beach, and Elbert B. Griffis, Ft. Lauderdale attorney.

CBS INCOME

First 13 Weeks 1948 Net Increases

NET INCOME of CBS for the first 13 weeks of 1948 totaled $1,553,686, as compared to $1,498,151 for the same period last year, the network reported last week.

Gross income from sale of facilities, talent, lines, records, etc., less time discount, agency commissions, record returns, etc., amounted to $18,676,763. The comparable figure in 1947 was $19,529,402. Earnings per share, calculated upon the 1,717,352 shares of $2.50 par value stock outstanding as of April 3, 1948, were 90 cents, as compared to 87 cents last year.

At Deadline ...

TBA ASKS FCC TO SUSPEND AT&T, WU TELEVISION RATES

SUSPENSION of intercity TV rates filed by AT&T and Western Union [BROADCASTING, April 5] requested of FCC Friday by Television Broadcasters Assn., which held rates are "unreasonably burdensome upon commercial TV transmission."

TBA claimed further FCC study of ability of TV networks to exist under proposed rates is "imperative." Rates "should not become effective . . . until the aforesaid common carriers can supply full facilities for all television network broadcasts between said points," TBA claimed.

AT&T rates, covering video use of coaxial cable and radio relay, effective May 1 unless suspended by FCC. Western Union charges, also effective May 1, apply to two reversible radio beams between New York and Philadelphia to be ready for political conventions.

TBA petition asking FCC hearing filed by Thad H. Brown, TBA Washington attorney, unanimously voted by TBA board after poll of membership. Petition claimed AT&T and WU "have filed only informal and partial cost data" and called rates discriminatory.

RECORDING GROUP PROGRESS

WORK of five more project groups of NAB Recording & Reproducing Standards Committee near completion, according to Robert M. Morris, NBC, chairman of executive committee. Groups covering disc tone record and translation loss, glossary, pre-emphasis and post-emphasis curves and stylus angle report progress. Attending meeting of executive committee were: Mr. Morris; Rowland Lynn, NBC; Royal V. Howard, NAB, chairman of overall committee; C. J. LeBel, Audio Devices Inc.; John Colvin, ABC; Price Fish, CBS; W. S. Bachman, Columbia Records; H. I. Reiskind, RCA-Victor; C. R. Sawyer, Western Electric Co.

RESUMES AVCO DUTIES

VICTOR EMANUEL, chief executive officer and board chairman of Avco Manufacturing Corp., has resumed former duties as president replacing Irving B. Babcock, retiring because of ill health. Mr. Babcock will serve as director and consultant to corporation.

TOBEY HITS TV-'LOANS'

LIST of all public officials to whom RCA has "loaned" TV sets and "terms of the loan"—demanded by Sen. Charles Tobey (R-N. H.), acting chairman, Senate Interstate Commerce Committee, during hearings Friday afternoon (see story page 4). Earlier, Sen. Tobey charged RCA gave six of seven FCC Commissioners free sets, with only Comr. Robert Jones refusing. When witness admitted other FCC staffers also were "loaned" sets, Sen. Tobey quipped, "How far down does it go—to the washwomen?"

NAB DISTRICT 2 MEETING SLATED IN N. Y. MAY 3

PRE-NAB convention meeting of NAB District 2 (N. Y., N. J.) called for May 3 by Michael R. Hanna, WHCU Ithaca, N. Y., district director. Some 50 station executives expected to confer at Roosevelt Hotel, New York, on matters slated for Mid-May industry convention at Los Angeles.

Mr. Hanna said plan will give members unable to go to Los Angeles chance to present ideas and suggestions on NAB code and other association affairs. Meeting will take up proposal to broaden New York immunity law.

DURR ATTACKS LOYALTY PROBE

INFILTRATION of "disloyal" elements into radio-press fields would be greater threat to national security than in government, Comr. Clifford J. Durr indicated Friday night in new attack on loyalty probe. Addressing Accoustical Society of America at Hotel Statler, Washington, Comr. Durr said:

"If security requires the suppression of dangerous ideas, what about our broadcast stations and networks, with their continuous access to the ears and minds of the American people? What about our newspapers, with their tremendous power of moulding public opinion?"

3 VIDEO APPLICATIONS

THREE VIDEO applications filed at FCC were:

TULSA, OKLA.—Southwestern Pub. Co., Channel 8 (180-186 mc), 12.13 kw visual, 12.7 kw aural. Donald W. Reynolds, majority owner, is licensee KFSA Fort Smith, Ark. SAN ANTONIO, TEX.—Howard W. Davis, trading as The Walmac Co., Channel 9 (186-192 mc), 22.713 kw visual, 11.3565 kw aural. Applicant is licensee KMAC San Antonio. PORTSMOUTH, VA.—Tidewater Television Co., Channel 11 (198-204 mc), 2.8 kw visual, 1.4 kw aural. Ownership: T. W. Aydlett, 26% owner WSAP Portsmouth, 75% owner, and Frederic F. Clair, ex-WSAP chief engineer, 25% owner.

TOBEY PROBE

(Continued from page 4)

policies and relations with manufacturers was posed by Sen. Tobey. Mr. Guy said he was in no position to answer them.

Final rebuttal for proponents of Johnson Bill presented in afternoon by T.A.M. Craven, vice president, Cowles Broadcasting Co.; Ed Craney, managing director, "XL" stations; and Frank U. Fletcher, WARL Arlington, Va.

Comdr. Craven, discussing NARBA and Florida interference, said Cuba was not living up to spirit of treaty. Mr. Craney charged that clears who want 750-kw think of it as "only the beginning." Mr. Fletcher rebutted Mr. Sholis' testimony on network casualties, calling attention to four casualties mentioned by Fred Fletcher [BROADCASTING, April 12].

Earlier in day Ralph Hardy, executive assistant in charge of public affairs, KSL Salt Lake City, reviewed station's bid for higher power and won Sen. Johnson's observation that "if any station in the country could make a case for increased power, it's KSL." But Sen. Johnson questioned KSL's financial ability to operate with "super-power."

Glen A. Wilkinson, KSL's Washington attorney, asked Committee to permit FCC to go ahead with issuance of its own clear-channel decision, saying Congress could still act if it found decision unsatisfactory.

DUNDEE TV SPREE

TAKE IT from Joe Dundee, ex-pugilist and Baltimore tavern-owner, he'll never kid television again. The sordid story: Winding up an intermission interview at wrestling matches telecast by WMAR-TV, he called his bar-keep by name and generously ordered: "Give the boys a round on me." He had forgotten that other taverns had television too. It took police escort to get him through thirsty mob.

Closed Circuit

(Continued from page 4)

presented to J. H. Carmine, vice president in charge of distribution of Philco, who has been moving spirit of that company's TV operation.

OPPORTUNITY to learn at first hand radio regulatory philosophy of Sen. Chas. W. Tobey (R-N. H.) will be afforded delegates to FM Assn. regional meeting in Washington May 5-6. FCC members being invited too. Sen. Tobey, slated to succeed Sen. Wallace H. White Jr. (R-Me.) as chairman of Interstate Commerce Committee, becomes No. 1 legislator on communications.

REPORTS from Geneva where Provisional Frequency Board is wrestling with world allocation list as decreed by recent international telecommunications conferences is that Russians are throwing road blocks everywhere except in connection with high-frequency allocations for international broadcast service. That's surprising, since Russians are using this band as primary propaganda medium.

PROSPECT of getting White Bill out of committee improved last week with report Sen. White may make personal plea to full committee at executive session this Thursday. Leading Democrat, Sen. Edwin Johnson (Col.), expected to fight bill if it reaches floor.

RMA GROUP APPOINTED TO STUDY DEFENSE PROGRAM

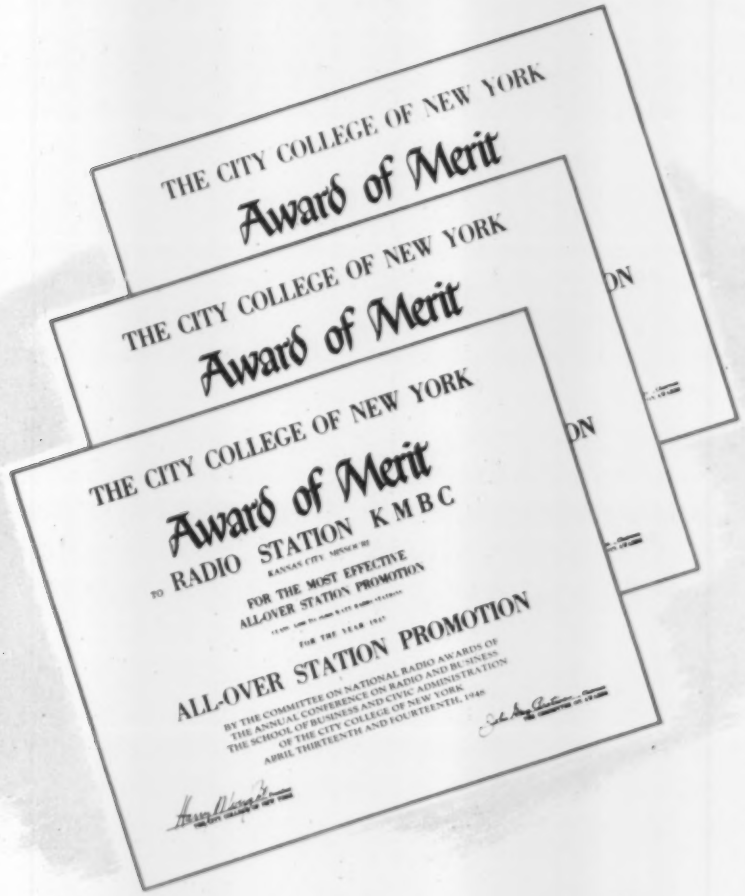
STUDY of defense situation in Washington, with eye on course manufacturers should take, launched Friday by Radio Manufacturers Assn. RMA President Max Balcom, Sylvania Electric Products Co., named special committee to analyze mobilization facts and report to RMA board.

Committee members are Fred R. Lack, Western Electric Co., chairman; Frank M. Folsom, RCA-Victor; W. A. MacDonald, Hazeltine Electronics Corp. All are RMA directors. Study designed to show whether permanent committee should be set up to direct manufacturers' role in defense program.

DAR LAUDS BROADCASTERS

PERMANENT radio record library documenting American history approved by Daughters of American Revolution at final Washington meeting. Other DAR resolutions thanked broadcasters for generous donation of facilities and praised their public service; called for freedom in world channels of communication and termed broadcasting "most valuable medium of communication of ideas in the world."

XUM


THE CITY COLLEGE OF NEW YORK
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TO RADIO STATION KMBC
KANSAS CITY, MISSOURI
FOR THE MOST EFFECTIVE
ALL-OVER STATION PROMOTION
FOR THE YEAR 1947
ALL-OVER STATION PROMOTION
BY THE COMMITTEE ON NATIONAL RADIO AWARDS OF
THE ANNUAL CONFERENCE ON RADIO AND BUSINESS
THE SCHOOL OF BUSINESS AND CIVIC ADMINISTRATION
OF THE CITY COLLEGE OF NEW YORK
APRIL THIRTEENTH AND FOURTEENTH, 1948

Three In a Row!

For the third consecutive year, the promotion efforts of KMBC have been adjudged by The City College of New York as the best among regional radio stations throughout the nation. And . . . speaking frankly . . . we're pretty pleased about it.

We're pleased because our last year's effort, for the most part, was based on promotion of KFRM, KMBC's new 5,000 watt daytime associate for rural Kansas with an effective radiated power to the southwest of 12,500 watts. Qualified, impartial judges rated our promotional efforts as finest among regional radio stations in the country.

This third award, together with the 1947 Billboard award, gives advertisers and sponsors a renewed guarantee that, year in and year out, they get the best in promotion when they buy The KMBC-KFRM Team.

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